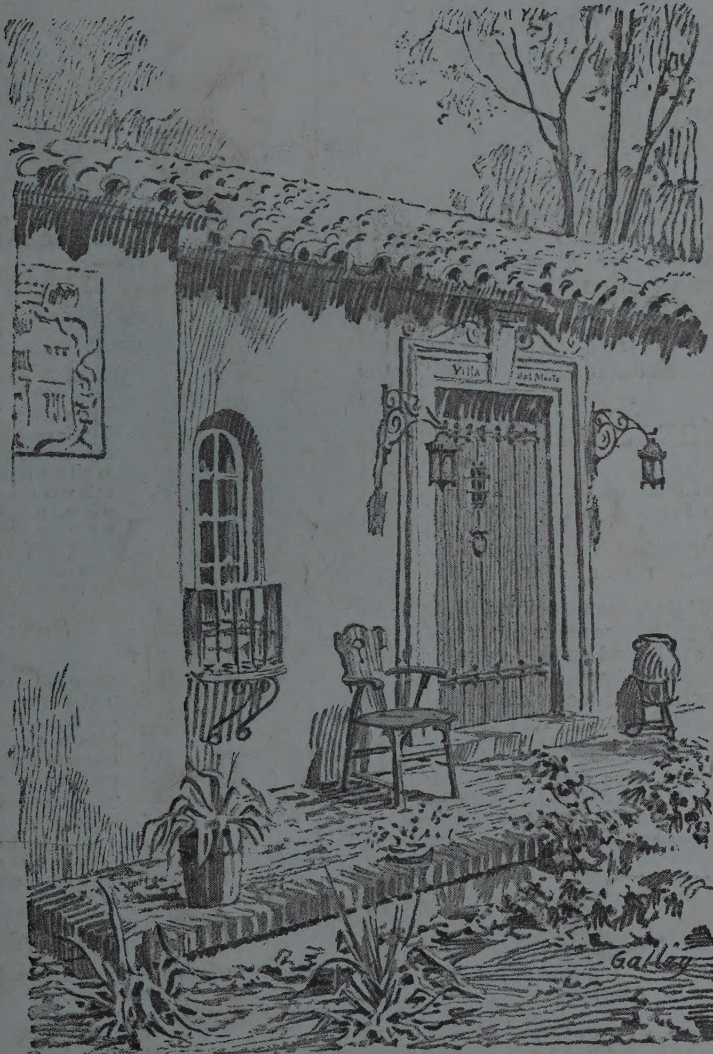


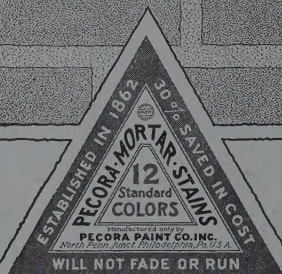
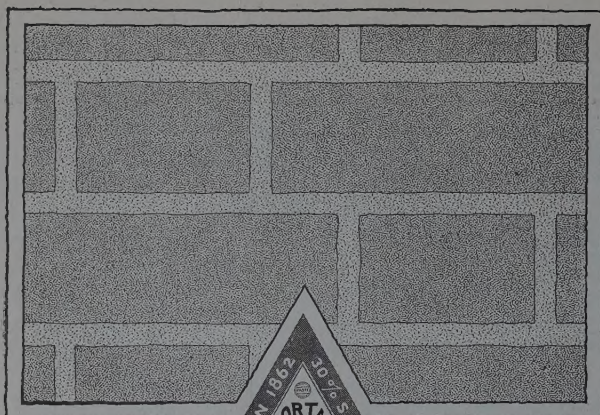
SOUTHERN ARCHITECT *and* BUILDING NEWS

National in Circulation



MARCH

1927



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PRODUCTS**
are only
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is the first
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Mortar Stains

IT'S a fact that most of the new build-
ings going up these days are *brick*.

That makes the question of *mortar stains*
more important than ever before.

Pecora Mortar Stains, manufactured by
us for over sixty years, are made in paste
form. They are easily and quickly mixed
with *white mortar*. There are twelve
standard colors which produce rich, *non-
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clude them in their stand-
ard specifications.*



Write for our Folder A. I. A. 3-K with Prices
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Mortar Stains
Enamels

Established 1862 by
Smith Bowen

Plastics
Varnishes

Incorporated
1911



Hotel Tuller, Detroit, Mich.

In 1905—Oak Floors In 1914—Oak Floors *and again* In 1924—Oak Floors

Every room in the three units of the Hotel
Tuller now has oak floors. The first unit was
constructed in 1905, and oak floors were laid
in all the rooms. Again in 1914, the second
unit was similarly equipped. These install-
ations, demonstrating through nineteen and
ten years continuous service, the worth of
oak floors, were their own best advertisement
in inducing the owners to again select oak
for the final unit, just completed.

*Service and beauty combined are
compelling factors*

Guests like to be in homelike surroundings.
There is something in the very "feel" of
oak beneath the feet that suggests home, and
imparts a friendly atmosphere. Its beauty
becomes a part of the decoration of an at-
tractive modern hotel room.

**OAK
FLOORS**

NATURE'S GIFT OF
EVERLASTING BEAUTY
Put your flooring prob-
lems up to our experi-
enced experts. We will
gladly serve you. See
our catalog in Sweet's.

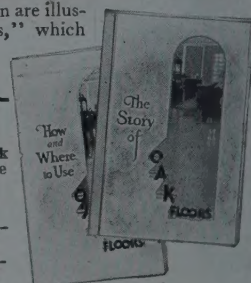
The durability and cleanliness of oak floors
appeal to far-sighted hotel management. Such
floors are permanent, and never need replacement. Cost of upkeep
is reduced, as a minimum amount of attention keeps them in perfect
condition. Furthermore, oak floors are sanitary; no dirt can accumu-
late on the bright polished surface.

Send for helpful literature

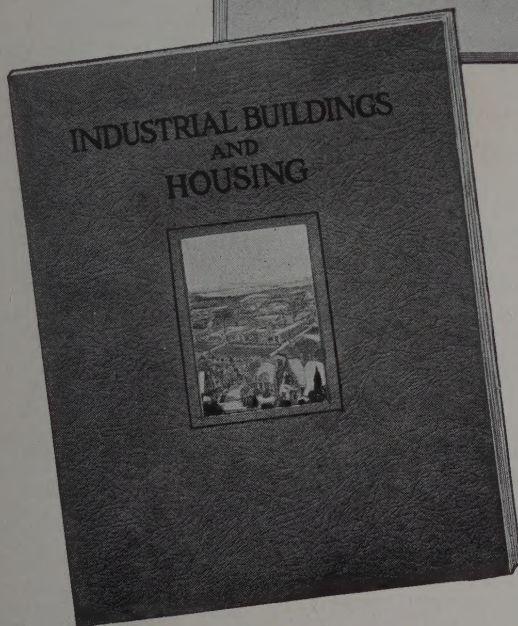
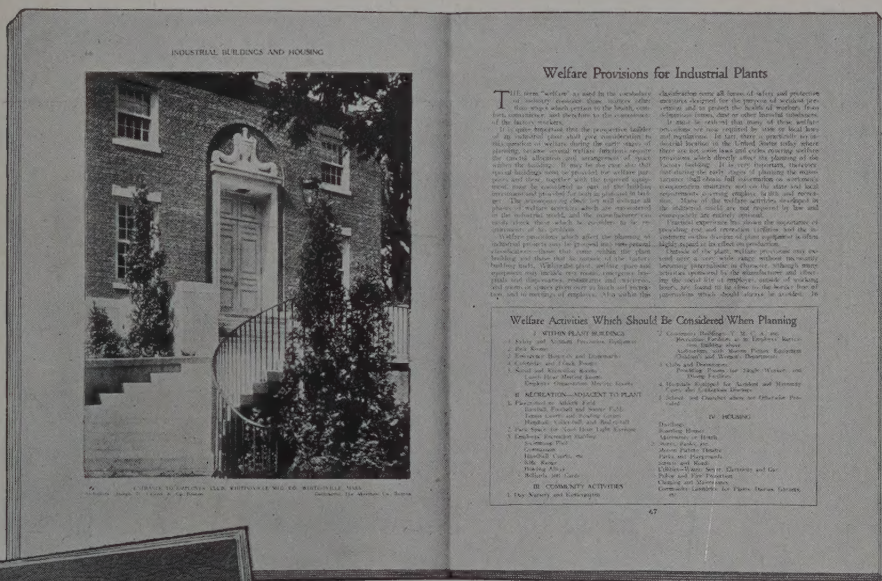
The advantages of oak flooring are fully brought out in literature
available for architects' reference files. The new color finishes
which harmonize with room decoration are illus-
trated in "The Story of Oak Floors," which
we will send you upon request.
Use this coupon today.

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Please send me "The Story of Oak
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"Industrial Buildings and Housing" An Important New Book of Unusual Merit



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Carries the Best Quality in Face Brick)



AMERICAN FACE BRICK ASSOCIATION

1758 Peoples Life Building, Chicago, Illinois

THIS valuable new book on "Industrial Buildings and Housing" provides a wealth of usable material, for the architect who is engaged in designing modern industrial buildings.

The extremely interesting and detailed treatment of this timely subject is indicated by the following chapter headings selected from the table of contents: "The Romance of the Factory," "Modern American Types of Factory Architecture," "Welfare Provisions for Industrial Plants," "Planning and Building the Factory," "Practical Houses for Industrial Employees."

This profusely illustrated work is sent for two dollars.

AN ATTRACTIVE



Putting Value Into Business Property

Practically 100,000 stores remodel their fronts every year. A large retailer in the heart of Chicago has remodeled his window three times in the last five years. Owners are alive to the importance of the store front, and are setting the pace for the rest of the 1,281,000 retail stores in the country. They are wise to fall in line in a game where only the fittest survive.

Quite often the architect can supply the practical solution to serious business "leaks" which the retailer considers insignificant. The architect knows the importance of attracting interest to a store as well as holding trade already secured. His suggestions may be a source of profitable business to both himself and the store owner.

IS GLORIFIED BY

WINDOW DISPLAY

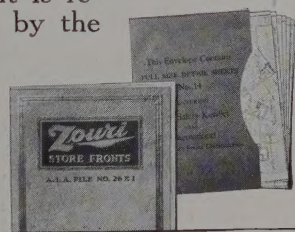


A Zouri Store Front has an individuality impossible to mistake. It is dignified and substantially beautiful. Structural rigidity gives it freedom from distortion. When set, and during setting, glass encased in a Zouri frame is safe from shock, pressure, wind, settling and breakage. Key-set construction, the self-adjusting setting block, and the reinforcing bracket insure a Zouri owner against loss.

Zouri's reputation as a quality store-front is responsible for its present broad distribution by the largest organization in the field.

Useful detail sheets and data book

This handbook has been written for architects, contractors and builders. It deals primarily with construction and gives plans and diagrams showing best approved methods of window and display space arrangement. The detail drawings will be welcomed by specification writers. A word from you will bring them—promptly.



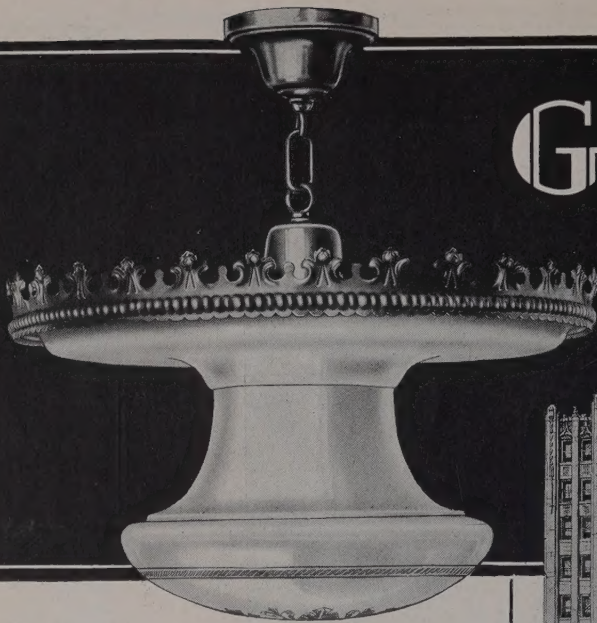
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1608 East End Avenue, Chicago Heights, Illinois

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"The Greatest Invention Since Brascolite"

The way Architects and Illuminating Engineers are specifying GuthLite for Schools, Hospitals and Commercial installations, must be proof of that statement. In less than a year GuthLite has become the fastest selling illuminator on the market. It is the super-illuminator, giving *shadowless ceiling illumination and diffused, controlled light.*

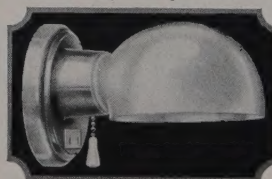
The adjustable reflector, controls the direction of light vertically and horizontally — *this means more light where most needed.* The scientific design gives extremely wide light dis-

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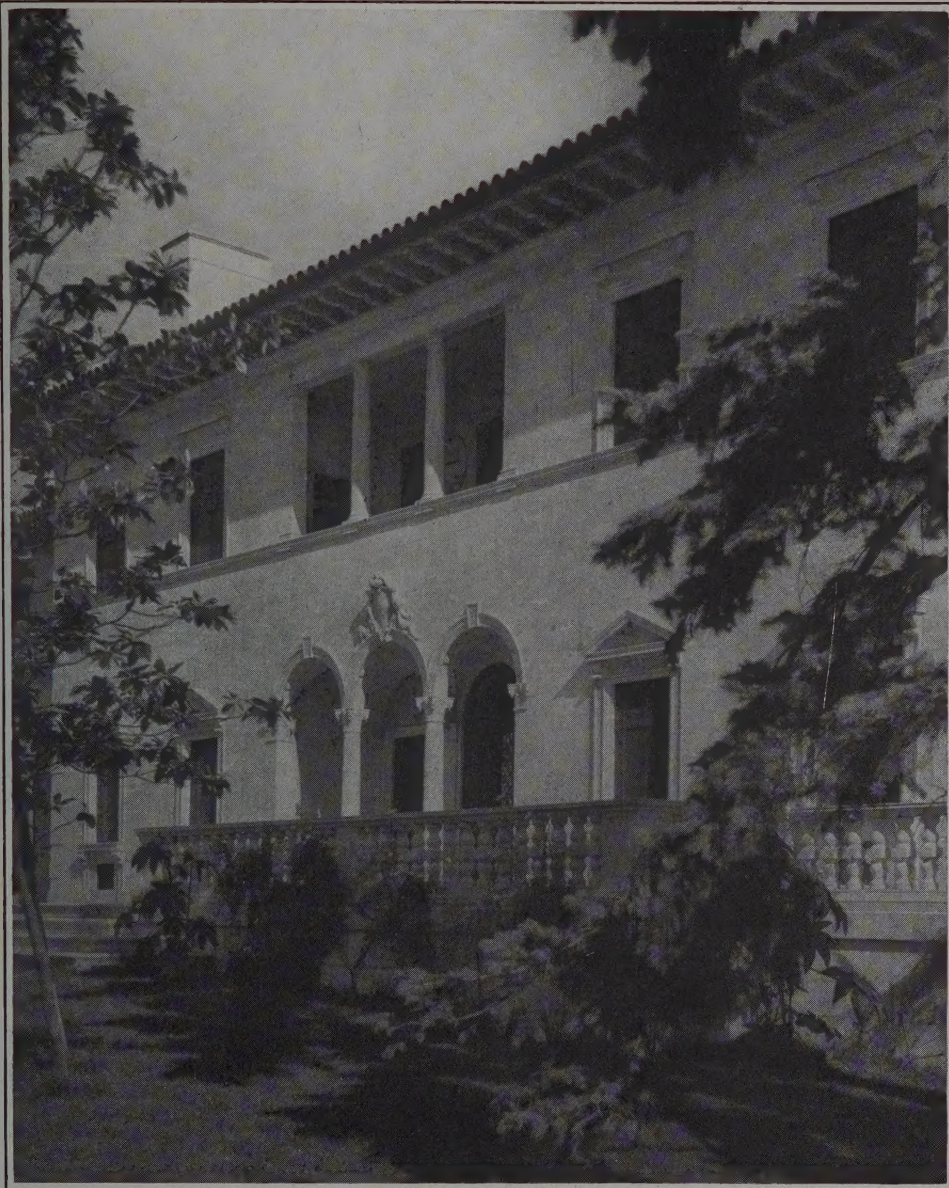


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Noroton, Conn.

Electus D. Litchfield & Rogers,
Architects

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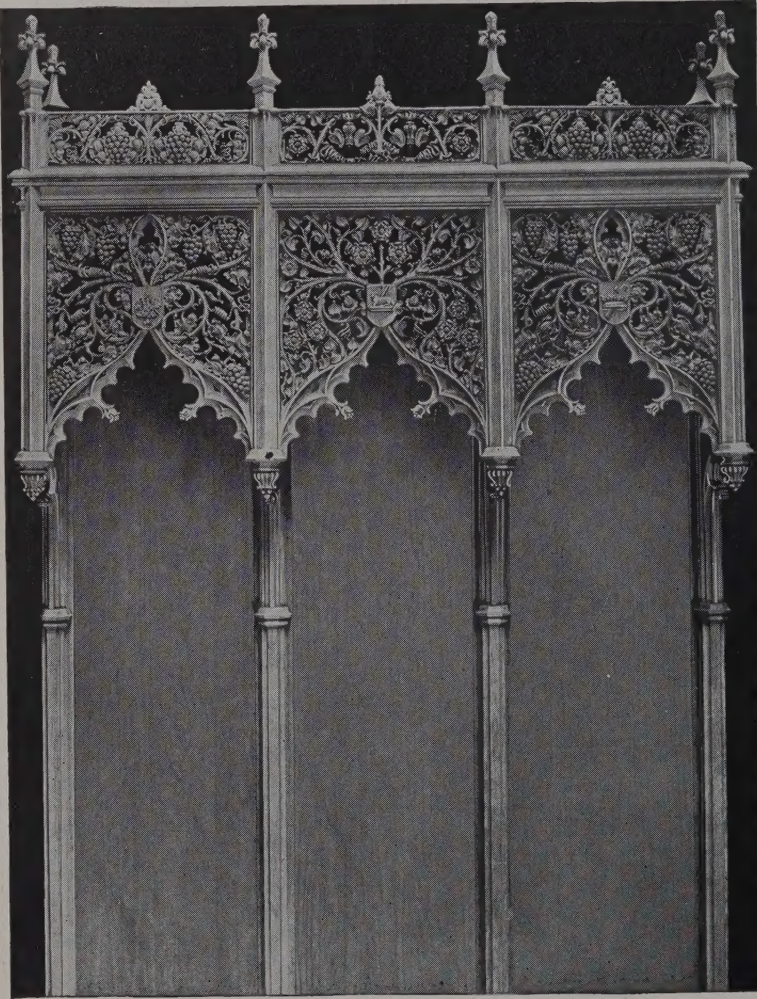
The Georgia Marble Company, Tate, Georgia

Atlanta Office

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Bona Allen Bldg.

Equipped by
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*Canopied Reredos in Chancel
 of the Presbyterian Church in Van Wert, Ohio.
 W. H. Nicklas, Architect*

The Art Appeal in Church Furnishings

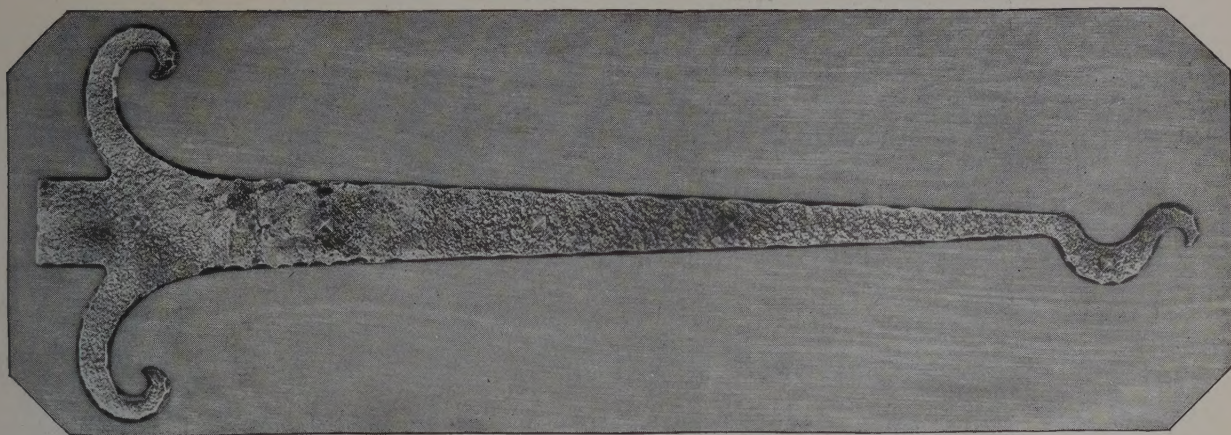
THE ART APPEAL in carved-wood church furnishings—in pulpit and pews, in altar rail, reading desk, rood screen, or in canopied reredos, as here



illustrated, is at last winning the general acceptance of thoughtful church men and women of every denomination. Our wood carving Art Studios are



fully prepared to give appropriate expression to this new ideal of the art appeal in worship now taking so firm a hold on church building in America.



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McKINNEY has made it possible to step outside the confining lines of ordinary hardware. The "atmosphere" of unusual hardware is now possible, for a captivating array of genuine Forged Iron pieces by McKinney may be bought at prices which have never before been approached. A house may be outfitted complete, from foot scraper to chimney iron, with these finely forged, authentic replicas of early ironcraft, all at prices making it unnecessary to consider either made-to-order hardware at art prices or the unsubstantial substitutes for real forged iron made to sell at a price.

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On their findings—and without attempting to impose "modern art" ideas on the simple dignity of the earlier designs—McKinney selected the four outstanding styles in which McKinney Forged Iron is now produced: the Heart, Tulip, Curley Lock, Etruscan. The first three are of English and Colonial extraction. Etruscan is basically Southern European in origin, and catches the spirit of Italian and Spanish architecture.

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There are three different rustproof finishes: Dead Black Iron, Rusty Iron, Relieved Iron—also referred to as Grey Iron, Flemish Iron, Swedish or Half-Polished Iron.

McKinney Forged Iron Hardware comprises so many pieces as to make listing here impossible. Among them are hinge straps, handle sets, knock-



McKINNEY FORGED IRON HARDWARE

ers, H & L hinge plates, latches, drawer pulls, surface bolts, etc.

NUMEROUS DISPLAYS

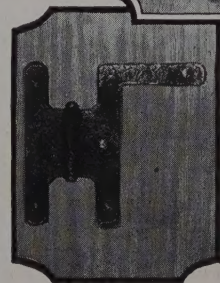
Leading Builders' Hardware Merchants have on display a very complete set of McKinney samples. Your inspection of these fine pieces will be appreciated.

To make possible complete and ready office reference, McKinney has produced a catalog showing every piece and giving full details. If you have not received a copy, the coupon will bring one.

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Makers of McKinney Hinges
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Door Knocker

H & L Hinge
Plates



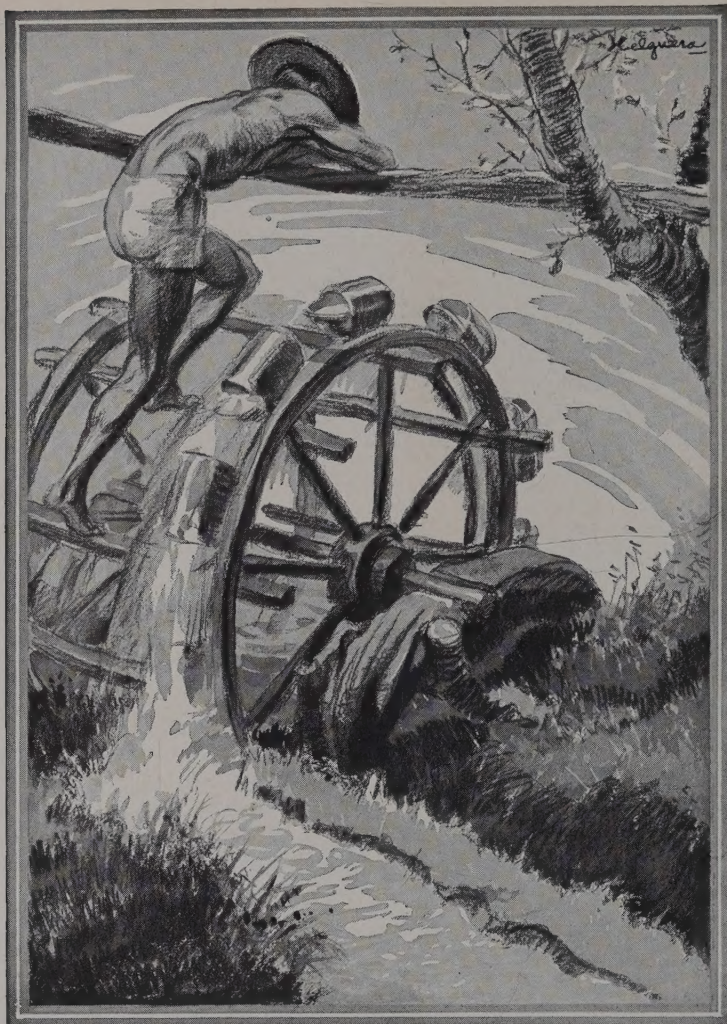
Forge Division, McKINNEY MANUFACTURING CO.
Pittsburgh, Pa.

Please send Forged Iron Hardware Catalog to

Name.....

Address.....

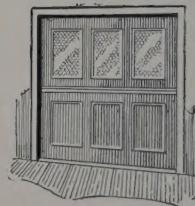
S. A. 3-27



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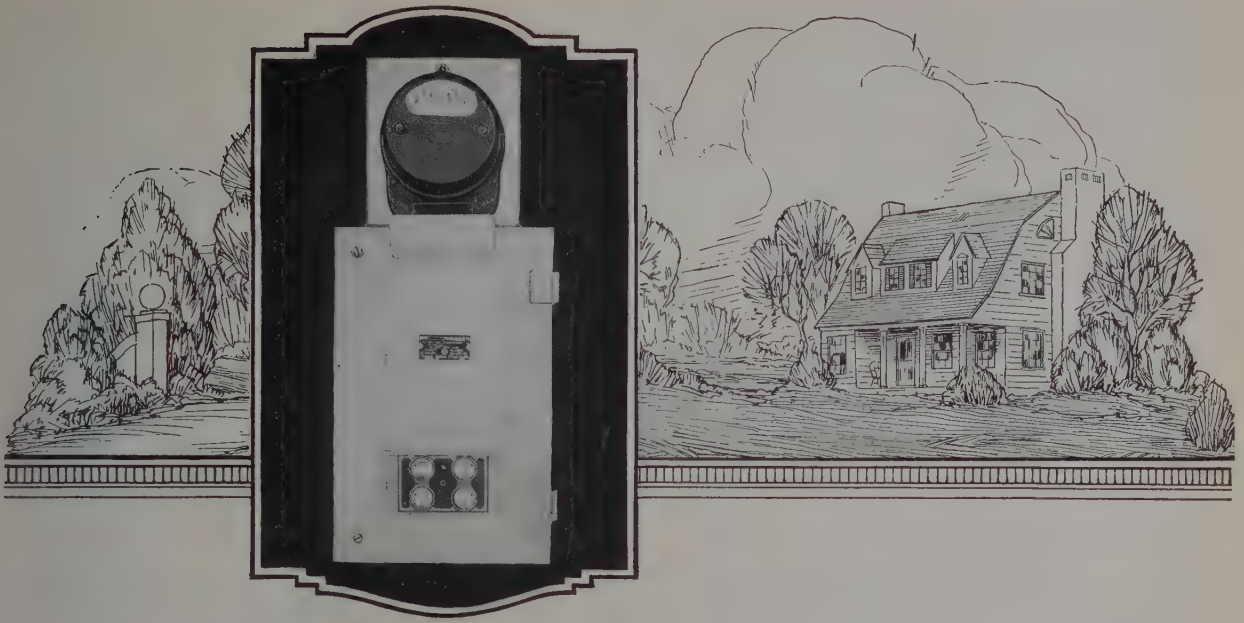
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Peelle Kalamein Panelled Door, three lights of glass in upper half

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The **FA** NRSS is a flush service switch with a cover for meter wires and connections,

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ELECTRIC COMPANY
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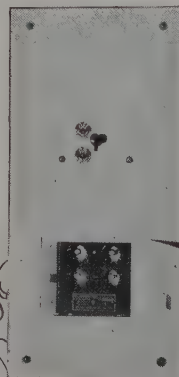
District Offices

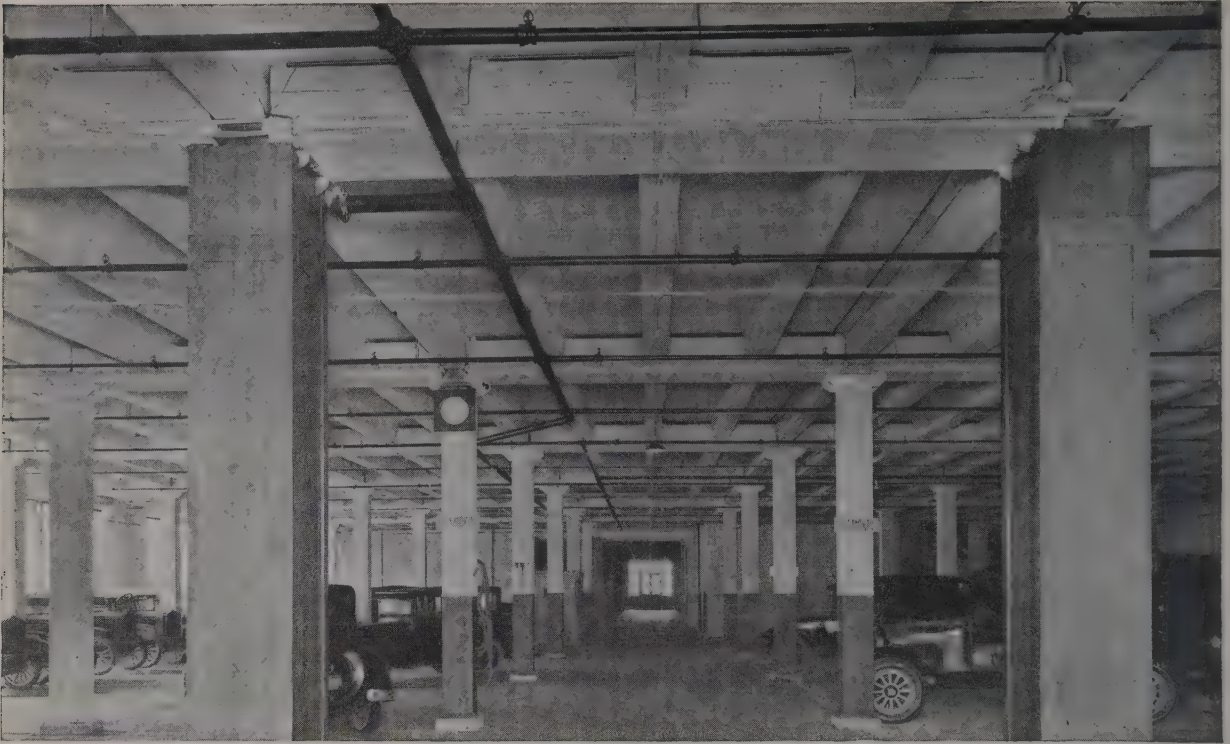
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Baltimore, Md.	Denver, Colo.	Omaha, Neb.
Boston, Mass.	Detroit, Mich.	Philadelphia, Pa.
Brooklyn, N. Y.	Kansas City, Mo.	Pittsburgh, Pa.
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New Line of **FA** Flush Range Switches

The **FA** FRSNR illustrated is a heater circuit switch with a small panelboard for apartment houses having electric ranges, water heaters, electric refrigerators and radiators.

There is a family of **FA** Range switches. They are the only ones of their kind on the market. Our bulletin will get you acquainted. Please write for it.





Douglas Fir timbers permit speedy jobs at low cost

THIS timber framed building for the LaSalle Auto Storage Company at 25th and South LaSalle Streets, Chicago, was erected in 70 working days—from breaking ground to completion.

The architect, Leon E. Stanhope, Inc., Chicago, states that the structure cost \$2.00 per square foot, including sprinkler system—or less than 12 cents per cubic foot.

The building is 4 stories high, 17 feet from floor to floor, and the ground area is 120 feet by 300 feet. The bays are 16'-8" x 21'-2" and the floors are designed for a live load of 200 pounds per square foot.

The columns are 14" x 16"; the girders, 12" x 18", doubled; beams 12" x 16"—Structural Grade Douglas Fir.

The difference in insurance rate if the building had been built of incombustible materials, and

sprinklered, would be about 1½¢ per \$100—far less than enough to pay the interest on the interest on the difference in cost.

Douglas Fir is practical building material because you can get all you want when you want it—in any grade—ON GRADE. It can be furnished in practically any size and length—all heartwood, if necessary. It is strong, durable, light, stiff, easy to work. It is sold at a reasonable price.



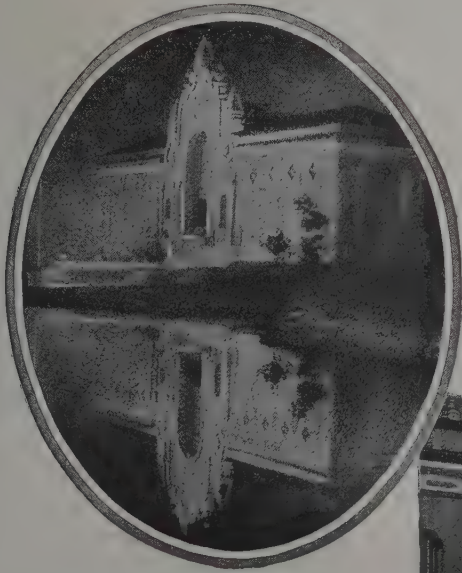
Retail lumber dealers stock Douglas Fir. If your retail lumber dealer hasn't the sizes you need, we will help you get them—in a hurry.

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Douglas Fir
*America's Permanent
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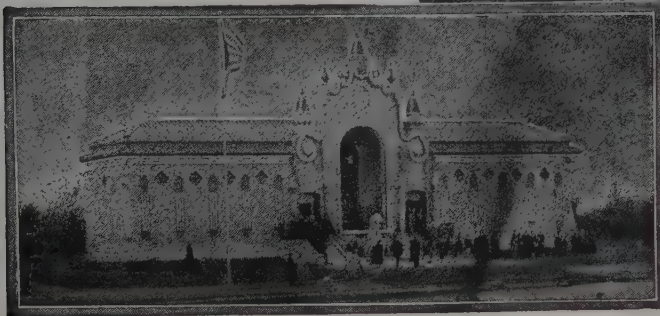
The Charm of Spain



*Spanish Government Building
at the Sesqui-Centennial
Philadelphia 1926*

The Jury of awards of the Sesqui-Centennial gave to Spain the Grand Prize for the foreign government exhibits, qualifying the choice by the following statement: "Its building enshrines the spirit of the nation's noblest traditions of art and literature."

Hood's Antique Habana Tapered Roofing Tile was chosen as exemplifying these traditions.



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Trassiera, Madrid, Spain

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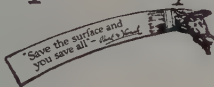
finished with
BERRY'S
Varnishes,
Enamels
and Stains


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 Rissman & Hirschfeld
 Chicago

Associate Architect
 Edwin D. Krenn
 Chicago

General Contractor
 McLennan Construction
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Painting Contractor
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 Chicago



EDITH Rockefeller McCormick's new Chicago apartment building—the Sheridan-Aldine at 3300 Sheridan Road—is a noteworthy structure of more than passing interest.

In drawing plans and specifications the architects have looked into the future and given careful consideration to elements affecting costly items in building operation such as maintenance and depreciation.

Durability, therefore, has been a determining factor in the selection of materials for interior finishing—a circumstance that invariably results in the specification of Berry Brothers' varnishes, enamels and stains.

Among the products of Berry manufacture specified by the architects for use in finishing this magnificent building are: Berry Brothers' stains

and fillers, Berry's Flat White, Berry's Paste Wall Finish, Luxeberry Spar Varnish, Luxeberry Undercoat, Luxeberry Enamel, Luxeberry Wood Finish (the original Hard Oil) and Liquid Granite—floor varnish that wears.

The beautiful examples of fine wood finishing in the Sheridan-Aldine will last for years. Refinishing costs will be negligible.

BERRY BROTHERS INC.
 Varnishes Enamels Stains
 Detroit, Mich. Walkerville, Ont.

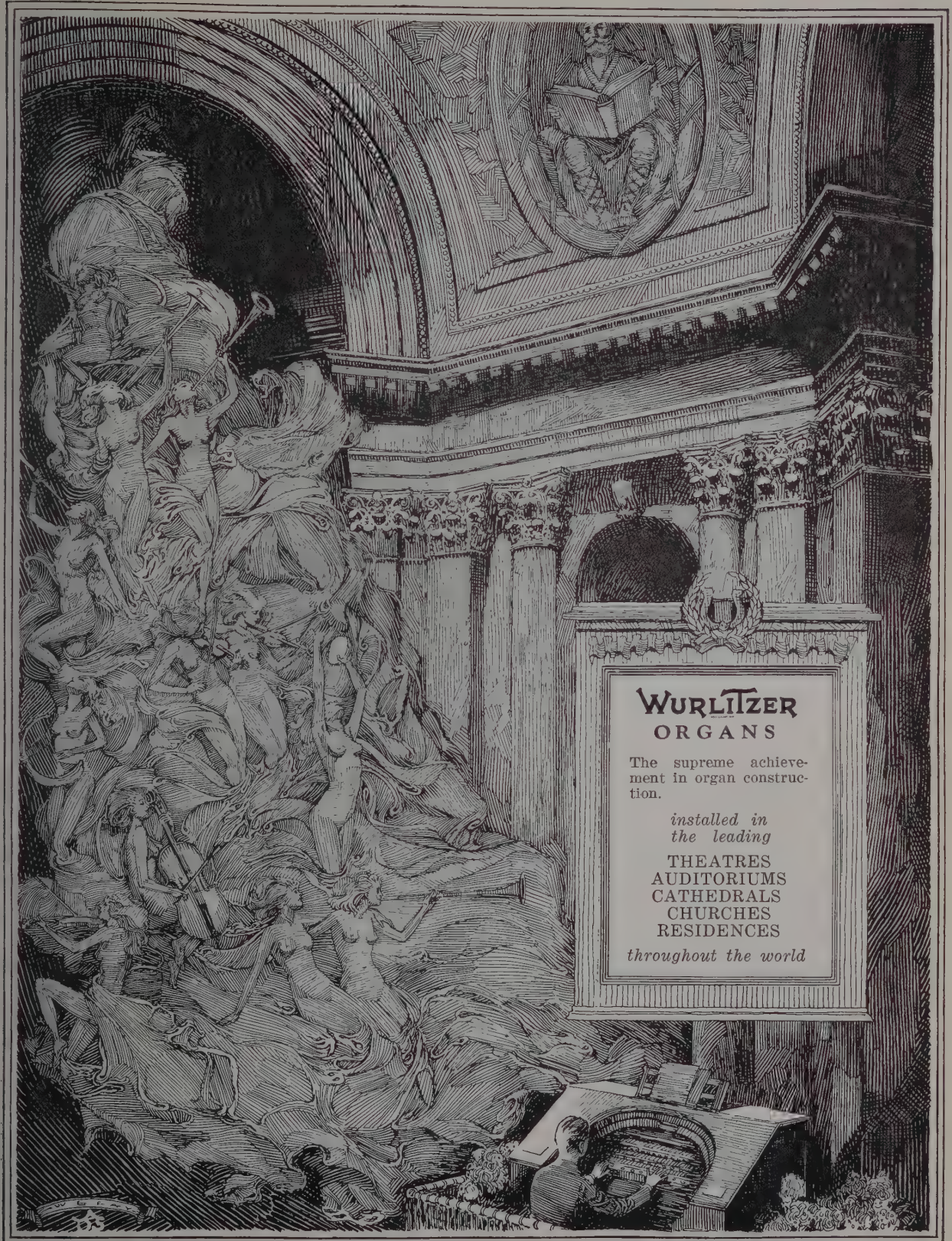
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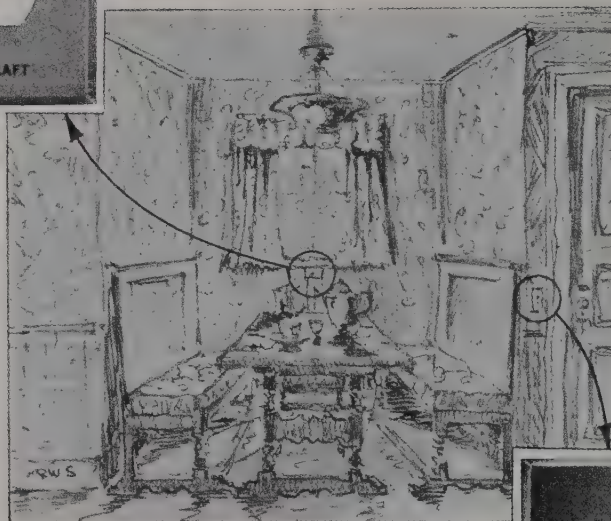
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Ivori-craft FLUSH PLATES are made in 28 standard colors and in 50 special colors and shades and in all standard types.

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Ivori-Craft Flush Plates are of striking beauty and lasting durability. They will not tarnish or become marred or unsightly with use.

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MICRO-DRIVE operation is provided with this type of control, which automatically levels the car platform with the floor landing, thus greatly reducing the tripping hazard which is particularly important where many women and children are carried.

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A Combination Bath Tub



WHEELING

Plate 30 E

Semi-Vitreous Porcelain Ware, 44x30 inches to tile in right or left hand corner, or in recess. Glazed white all sides. Only one size made.

The COMBINATION BATH is an entirely new departure in the development of modern sanitary comfort, comprising, as it does, a SEAT, FOOT, SHOWER and CHILD'S bath, all in one.

It possesses many essential common sense features not found in any other types. For instance, it is more comfortable and less wasteful of water; it is possible to bathe and treat the feet without the removal of all clothing, by having only a small amount of water in the foot section. The ledges on the end and both sides of the foot section enable one to treat the feet conveniently, while the dimensions of the foot section allow ample space for the feet when standing or sitting. The Mother or maid can bathe a child in comfort under ideal conditions. The child can be bathed on the seat section, and then, if desired, dipped in the water filled foot section.

Remember, when you are considering the length of the COMBINATION BATH in comparison with other kinds or styles, that you do not assume a half reclining position when using the COMBINATION BATH, but instead a sitting position; so that your length from the knee down does not count in the length of the space required as it does when using the ordinary bath; also that the uncomfortable, cramped position assumed in the latter case is entirely removed and supplanted by a natural, comfortable posture, such as experienced when sitting in an easy, comfortable chair with just as much room in every direction as a person would have in using the ordinary bath of greater length.

Furthermore, when the COMBINATION BATH is used as a shower bath it is equal to any standard type shower receptor.

One size only,
for all size
people

Regular Bath
Seat Bath,
Shower Bath,
Foot Bath,
and
Child's Bath,
all in
one piece

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Write us for
descriptive booklet



WHEELING

Plate 10 E

Enameled Iron Ware, 44x30 inches to tile in recess, only. Enameled white front. Waste in foot section either right or left hand end. Only one size made.

The arrangement of the seat and foot bath permits the taking of a head or body shower bath, the latter without wetting the hair. This recommends it, and is a feature which should not be too lightly regarded; in fact, we strongly recommend installation of showers in connection with the COMBINATION BATH.

In planning bath rooms, space saving is oftentimes a most important problem, which can be readily and satisfactorily solved by the adoption of the COMBINATION BATH. This is all accomplished without encroaching on the space required for persons weighing as much as 250 pounds to an extent that comfort is sacrificed in any degree.

Tone will be given the bath room wherein such a distinctly attractive and meritorious fixture as the COMBINATION BATH has been installed—an added attraction fully appreciated and not likely to be overlooked by your guests.

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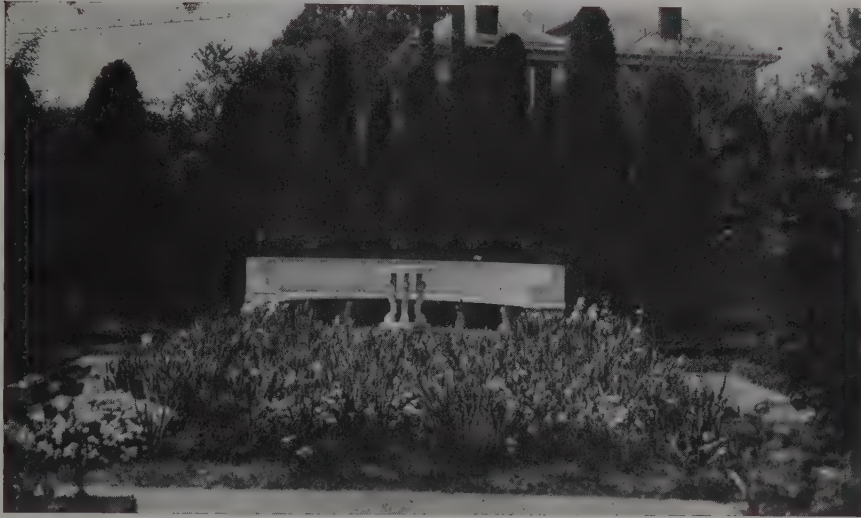
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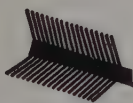
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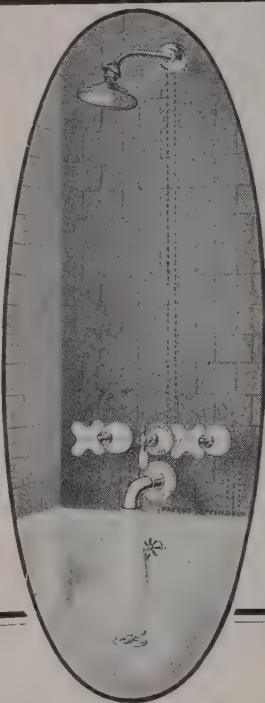
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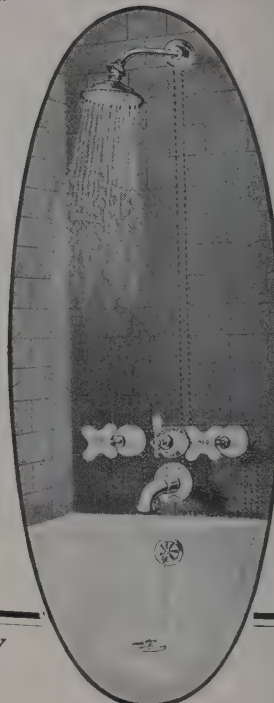
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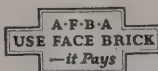
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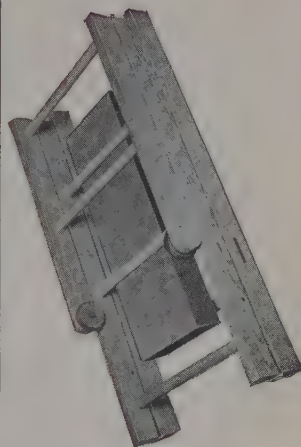
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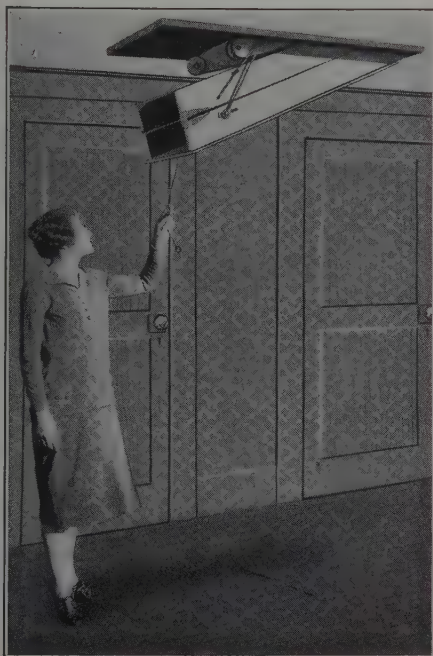
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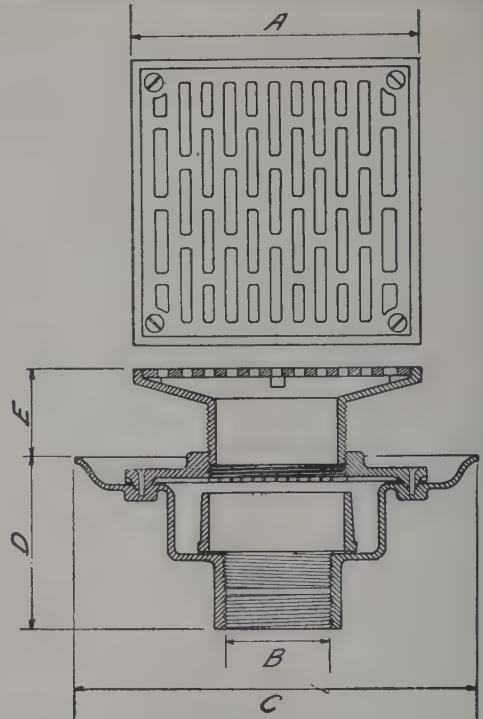


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130	E	7" Fin. Br.	3"	9"	4½"	1¾"	
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130	S	5" N.P.	3"	9"	4½"	1"—2"	
130	D	9" Fin. Br.	3"	11"	4½"	1¾"	
130	E	9" Fin. Br.	3"	11"	4½"	1¾"	
130	G	9" Fin. Br.	3"	11"	4½"	1¾"	
130	R	5½" N.P.	3"	11"	4½"	1"—2"	
130	S	5" N.P.	3"	11"	4½"	1"—2"	
130	D	9" Fin. Br.	4"	11"	4½"	1¾"	
130	E	9" Fin. Br.	4"	11"	4½"	1¾"	
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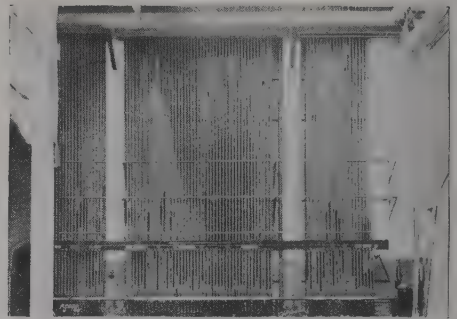
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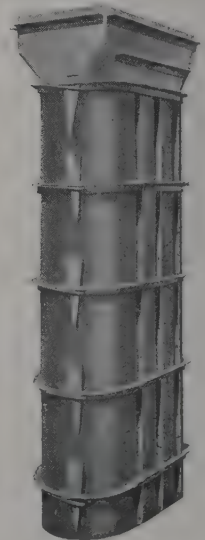
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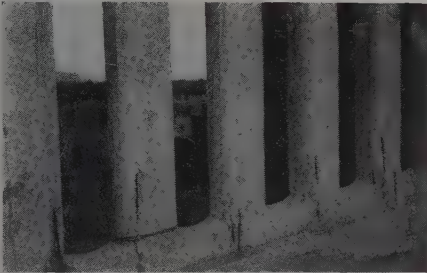
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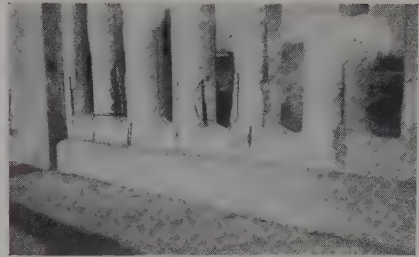
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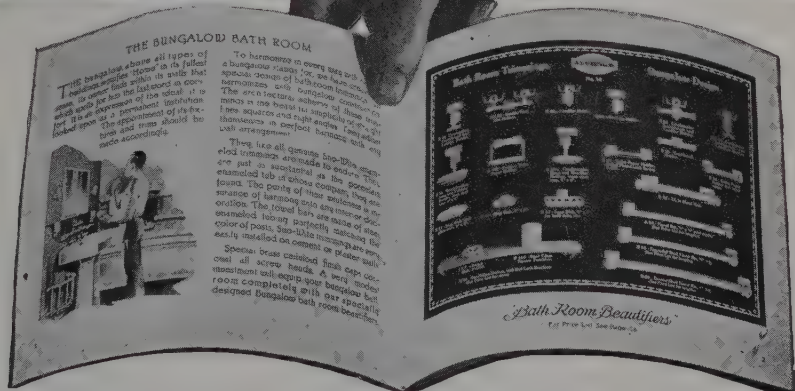
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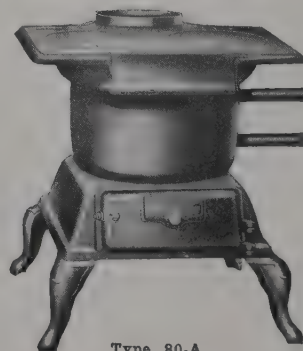


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THE SOUTHERN ARCHITECT AND BUILDING NEWS

VOL. LIII

NUMBER 3

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RESIDENCE OF MR. FRED M. MCGONIGAL, ATLANTA, GA.
Felch and Southwell, Atlanta, Ga., Architects.



The Charming Effect of Skintled Brickwork

THE natural roughness which makes this home so attractive is an excellent example of the many artistic effects the architect can secure in brickwork. The brick in the McGonigal residence are veneered on six inch hollow tile with cut stone trim around the windows and doors.

Skintled brickwork is not difficult to lay. And mason contractors say that even the most distinctive effects are laid much more rapidly than the more conventional bond.

To any architect who is interested in skintled brickwork we will be glad to send a file containing working details and complete construction data. Write for it—and for any other information which may be helpful to you in planning homes and buildings of brick.

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ARCHITECTURAL MEMORANDA

INSURANCE FOR STEEL BUILDINGS.

INSURANCE for the steel skeletons of large commercial buildings to guarantee the safety and quality of their construction is predicted by Alfred C. Bossom, noted architect of New York, in a report on tall buildings as investments, made for the National Association of Real Estate Boards. The report is included in the association's *Annals of Real Estate Practice* for 1926.

Mr. Bossom has been selected to prepare a new volume, "Architecture: Its History and Appreciation," for the series of real estate educational books sponsored by the National Association and published by the Macmillan Company.

A steel frame insurance, checked regularly by some method of inspection that will be invented as the need for it becomes greater, will supplement the present form of insurance that can be obtained to protect the elevators, plate glass and various other features that go into the construction of the building, Mr. Bossom suggests.

Careful selection of the site is the first and most important safeguard for the investor, according to the report. The land value, if the site is selected with the right foresight, will increase, though the building deteriorate. Mr. Bossom warns the investor to investigate this important factor more carefully than any other.

The best and most durable of materials are advised to serve the building with the least deterioration over a long period of time, making allowances in fixtures for the newer and more efficient forms that will supplant them in the future.

Wall insulation, piping, buried features, such as pipes, conduits, foundations, are not matters for economy. In allowing for the most durable materials here in building, the structure becomes a better long-term investment, and the money spent here prevents greater loss of time and funds in future repairs, the report contends.

Wide doors, though they cost more, pay for themselves by usefulness, appearance and the general satisfaction they provide.

These precautions tend to lessen the upkeep, a great factor in increasing the returns upon the investment.

Beauty in commercial buildings is coming to be recognized as a tangible asset. Mr. Bossom maintains that the building of good lines and simple, ap-

propriate ornamentation can be rented more quickly than the commonplace building in the same neighborhood.

He advocates simplicity, however, warning against the stunt or freak effect in building. The set-back building that is replacing or packing-case type of sky-scraper enables buildings to get natural light and ventilation in the lower stories and produces a greater possible revenue than the old-fashioned dark office structure.

TO RECONSTRUCT OLD MISSION.

THE old mission at Santa Barbara will soon be so reconstructed that it may be preserved for generations to come, yet no detail will be in any way altered. The reconstructed building, which is architecturally and historically well worth preserving, is to be so rejuvenated that it will preserve the same impression as the old, not only in color values and textures, but also in contour and age. The old eccentricities of the floors and walls, none of which are in either horizontal or vertical planes, have been carefully measured and will be retained in the renovated structure.

As planned by the architectural board, it is their intention to chase the walls of the lower story for reinforced concrete columns to be carried down to spread footings at a sufficient depth to carry the structure. These columns will support reinforced concrete girders and beams that will carry the concrete and tile floors. In the monastery section, all exterior and interior walls will be rebuilt of reinforced concrete. Stone walls are to be reconditioned with the cement gun, while all fissures are to be filled with grout and tid together with iron anchors and tie rods, and finally plastered to match the old work. The entire roof of the mission, with the exception of the larger timbers crossing the nave, will be removed, and rebuilt with the old timbers and the structural steel—after a reinforced concrete plate has been cast at the top of the wall. The roof will then be recovered with the old tile. Both towers, which are about at the point of collapse, will be torn down and rebuilt with reinforced concrete and stone, with every original detail carefully restored. The old stairs will be preserved entire. Buttresses supporting the nave are to be brought back into alignment by means of anchors and reinforced concrete. Thus this adobe structure, built a century ago, may be made to live for centuries to come.



ENTRANCE DETAIL
COLONIAL HOUSE AT KINGSFORT, TENN.
CLINTON MACKENZIE, ARCHITECT

The SOUTHERN ARCHITECT AND BUILDING NEWS

Vol. LIII.

MARCH, 1927

Number 3

The Work of Clinton Mackenzie, Kingsport, Tenn.

—Foreword—

Photographs By Tebbs & Knell, Inc.

IN presenting in this number of the *Southern Architect and Building News* the work of Clinton Mackenzie, New York architect, at Kingsport, Tennessee, we feel that we are giving the profession a happy solution to a very difficult problem, that of Industrial Housing and Industrial City Planning. Through the photographs and the text which Mr. Holcombe has written we hope our readers will gain some inspiration from this work that will help them in carrying out such a building project if ever called upon to do so.

This phase of building in the United States up until a very few years ago was anything but favorable, however new times bring new problems and housing of the industrial workers is one of these. In the picture of industrial expansion, as it exists in the minds of most people, housing does not figure prominently. The need of the wage-earner for a home is assumed to care for itself in the market furnished by the local real estate interest. Although all the resources of finance and of technical skill, driven by a relentless impulse for progress, are marshalled to secure the utmost efficiency of manufacturing plants, of railroads, shipping and other transport, as well as of many types of buildings like banks, warehouses and schools, how much science is used to keep the housing of the people abreast of the times?

The increasing complexity of the times and the steady rise in prices now bear very heavily on housing, and, in cities where industrial expansion takes place, breakdowns in housing production are occurring. It is not so much that new houses for wage-earners are not built, but that such houses as are built are generally too expensive and at the same time are of a low standard, both in construction and in attractiveness. The fact is that past industrial housing projects have suffered from a somewhat obsolete and primitive business system in which small-scale methods of operation, heavy overhead, inefficient production, and excessive specula-

tion are the chief causes of failure. From an economic viewpoint, the great need in wage-earner's housing is efficient large-scale production.

The European has been much more successful in this type of building than we have here in America.

"All over the Continent the success of this type of venture has been so notable that it has formed the basis upon which all the forms of community, city or national housing development that have latterly been attempted, have been undertaken. So far, however, this form of housing development has been neither common nor successful in this country. Where attempted, it has not been upon the necessarily broad basis that has alone made for its success and permanence abroad. A few individual factories or businesses have intentionally removed to suburban localities. A few more have built houses for their help. (This was often done in the case of some of the earlier textile mills in New England.) But they retained ownership in these homes direct, and in case of a desire to change to another employment or go on strike, it was common to immediately evict the occupants, so that the families occupying these company houses could never feel any independence or proprietorship in them.

"They were, besides, generally lacking all interest of appeal, being bare, baldly practical, and seldom having any planting or playground conveniences to add to the pleasure of their occupants. No Continental experiments along this line have ignored attraction as an element in the success of their venture. The houses are planned and built to avoid monotony; planting is done, gardening encouraged by prizes, cinema halls erected and run, along with schools and playgrounds, and always a suburban attractiveness is ensured by not allowing over ten houses to be built to the acre of land area."

This development at Kingsport is well worth investigation by those interested in this subject. The

following quotation from the *Saturday Evening Post*, 1919, touches on some of the features and has the value of a layman's viewpoint.

"What the others have tried and proved worthy a new Southern town is aiming to adopt. But this isn't all, for that would be only standing still, and the fathers of the new town are bent on doing a little pioneering in the hope that the results will afford an object lesson as well as an inspiration to other industrial leaders. The fact of the matter is, this brand new town, which in four years has grown from practically nothing to a city of 10,000 humans, is actually a laboratory experiment for the people of America. Can an industrial community made up of a factory population—native Americans, however—be converted into a spotless town? The promoters say yes, and they are backing up the thought in a most material fashion.

The controlling factor in the development of the town is the improvement corporation which owns the city's power plant and most of the real estate in and

around the town. This corporation attends to the problem of housing the population. It builds houses and either rents or sells them at cost plus a charge of \$200 or \$300 for the lot, giving the purchaser easy terms for settlement. The improvement corporation is also responsible for the splendid golf course that has been constructed for the benefit of the town's inhabitants, and other public buildings.

"The common-sense element is responsible for the development of an industrial scheme that is destined to eliminate all waste eventually. Co-operation is the big thought, and though the different plants have different owners the whole lot are pretty closely linked to one another."

This idea of industrial housing at Kingsport has proven itself logical from an economic standpoint and we believe the photographs shown in this number are convincing of the architectural merits of Mr. Mackenzie's work.



HOUSE ON CORNER OF BROAD AND SEVIER STREETS, KINGSFORT, TENN.
CLINTON MACKENZIE, ARCHITECT



THE INN, KINGSFORT, TENN.
CLINTON MACKENZIE, ARCHITECT



FIRST FLOOR PLAN.
Scale of 1" = 10 feet



SECOND FLOOR PLAN.
Scale of 1" = 10 feet

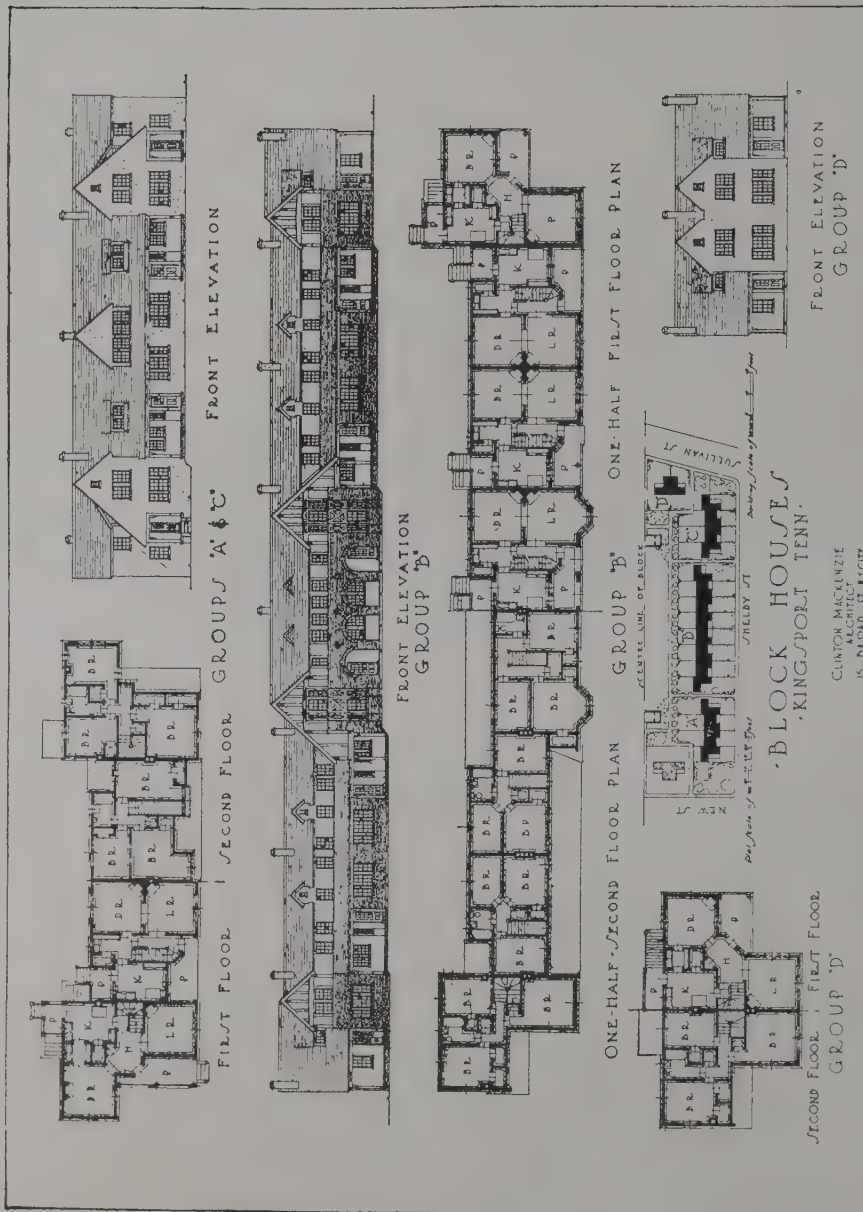
FLOOR PLANS, THE INN, KINGSFORT, TENN.
CLINTON MACKENZIE, ARCHITECT



DETAIL OF CENTRAL PORTION BLOCK HOUSES, KINGSPORT, TENN.—DETAIL B. PLAN
CLINTON MACKENZIE, ARCHITECT



GENERAL VIEW OF BLOCK HOUSES, KINGSPORT, TENN.—B. PLAN.
CLINTON MACKENZIE, ARCHITECT





WING OF BLOCK HOUSES, KINGSFORT, TENN—A. & C. PLAN.
CLINTON MACKENZIE, ARCHITECT



STUCCO AND HALF TIMBER DOUBLE HOUSE, DEVELOPMENT NO. 2, KINGSFORT, TENN.
CLINTON MACKENZIE, ARCHITECT



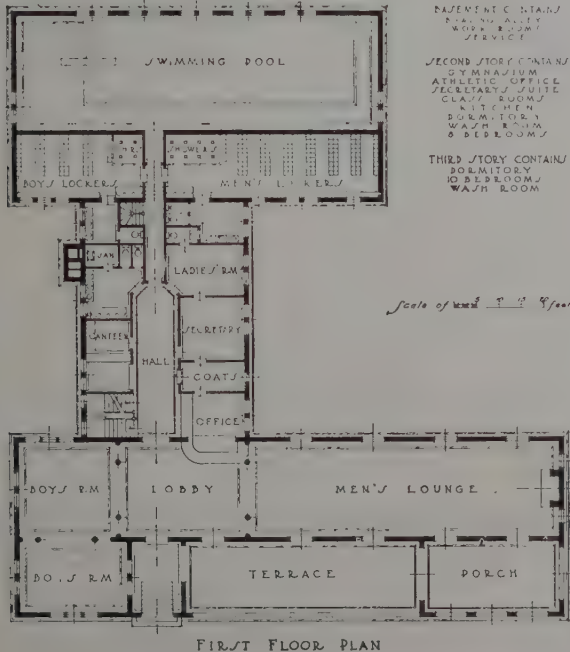
DETAIL OF BLOCK HOUSES, KINGSFORT, TENN.—COST \$3,200 A UNIT
CLINTON MACKENZIE, ARCHITECT



DETAIL OF SINGLE STUCCO HOUSE, KINGSFORT, TENN.—COST \$3,300
CLINTON MACKENZIE, ARCHITECT



Y. M. C. A. BUILDING, KINGSPORT, TENN.
CLINTON MACKENZIE, ARCHITECT





TWO-STORY FOUR AND FIVE ROOM HOUSE, GROUP NO. 3, COST \$2,200, KINGSPORT, TENN.
CLINTON MACKENZIE, ARCHITECT



TYPICAL PLAN GROUP No. 3 HOUSES

Industrial City Building

By RAY HOLCOMBE

THE industrial growth of the South is causing its cities to expand rapidly and bringing into being new industrial communities, many of which, as other industries locate near by, will in their turn become cities and, therefore, we wish to direct public attention, and that of the architects and engineers who create these embryo cities to their responsibilities to incorporate in their plans such provision for the future as may be desirable. Every architect and engineer who undertakes such work should at least keep abreast with the broad principles of modern town planning.

Every factory that moves out into the country is in fact an embryo city and should not be simply planted near the railroad, or waterway, without thought of the community which must necessarily spring up to support its workers. Proper provision for this community is not a question of social welfare or charitable work. It's a hard headed business proposition of dollars and cents. The day of permitting towns to grow like Topsy is becoming recognized as an economic waste.

We have in the South one city, Kingsport, Tenn., which stands out as an example of the benefits to be derived from careful planning. In fact, we can call it a new type of city, for while many towns have been planned around one industry Kingsport is the first to be deliberately planned as the future home of many and varied industries in which no one industry would predominate or in any sense control the town. While much has been written about Kingsport from varying angles a brief review of its history is necessary in order to emphasize the value of intelligent planning for the future. Kingsport is but nine years old. It has never had a real estate boom. No one big plant has lifted it to its position of industrial success. Its freight loading of 50,000 cars per year represents the product of many industries of widely different character. Its 12,000 inhabitants have a wide choice of employment suited to their various capabilities.

Approaching by railroad you pass near the switches leading to the occupied and reserved industrial area. As you arrive at the station a long park parallels the railroad, providing space for future



AN INTERESTING LARGE HOUSE, KINGSPORT, TENN.
CLINTON MACKENZIE, ARCHITECT



TYPICAL SINGLE HOUSE OF STUCCO, KINGSPORT, TENN.—COST \$3,300
CLINTON MACKENZIE, ARCHITECT



TYPICAL SINGLE BRICK HOUSE, KINGSPORT, TENN.—COST \$3,300
CLINTON MACKENZIE, ARCHITECT



TYPE OF HOUSE USED IN BROAD STREET DEVELOPMENT, KINGSFORT, TENN.—COST \$4,500
CLINTON MACKENZIE, ARCHITECT



TYPICAL FRAME HOUSE, KINGSFORT, TENN.—COST \$3,600
CLINTON MACKENZIE, ARCHITECT



THE COUNTRY CLUB, KINGSFORT, TENN.
CLINTON MACKENZIE, ARCHITECT



THE RAILWAY STATION, KINGSFORT, TENN.
CLINTON MACKENZIE, ARCHITECT

extension of roads facilitating arrival and departure, and adding an element of beauty. Reaching the center of the town the open spaces reserved for smaller industries and shops invite development. There are no blocks of old houses to buy and wreck before starting to build.

The sewer mains, water and all public utilities are planned to meet this growth. There are no small mains to be thrown away as the town grows. An hour's ride around the town and the fact that looms above all others is that underlying the whole town is a broad, comprehensive plan of development.

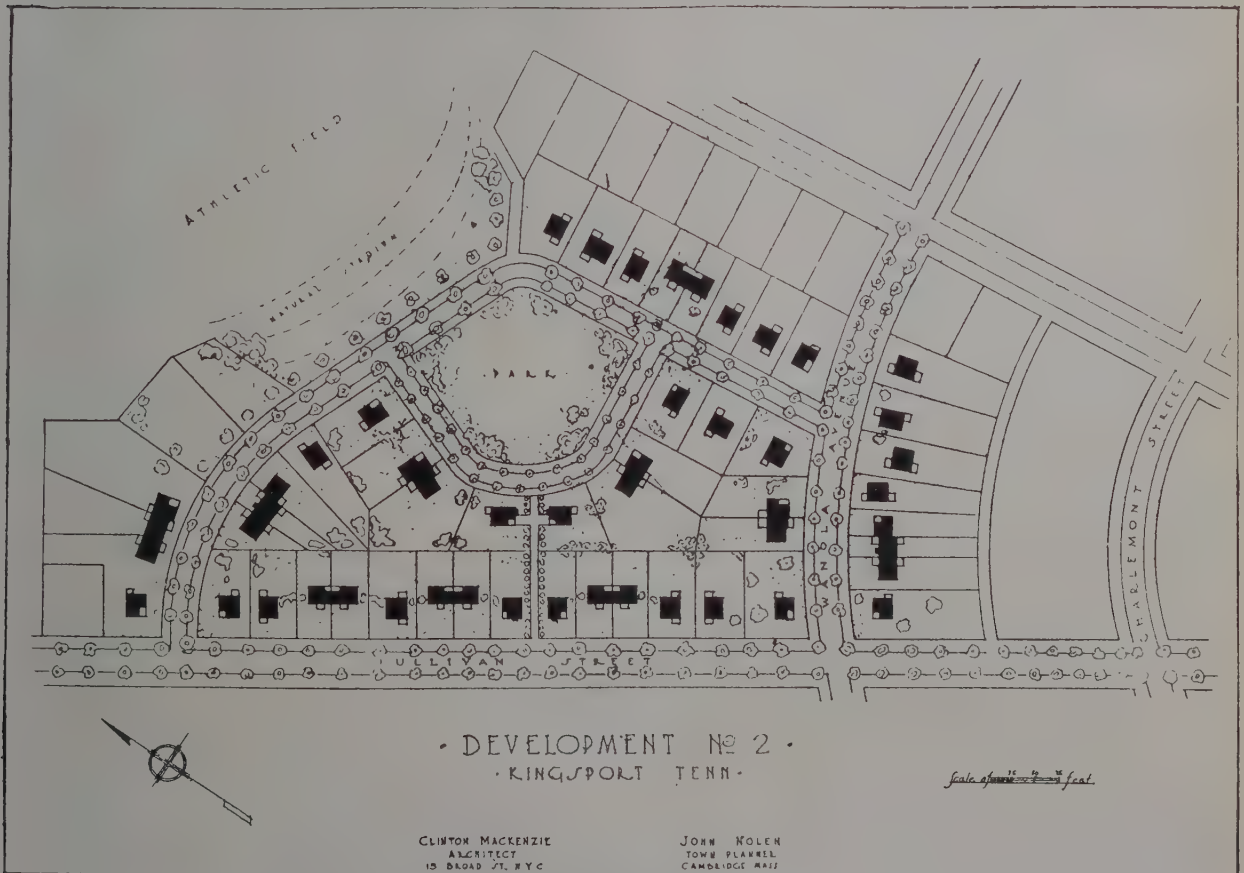
When the Carolina, Clinchfield & Ohio Railroad was built from Dante, Virginia, across the mountains, to Spartanburg, S. C., it opened up a virgin mountain territory and the valleys with their abundant water supply offered an opportunity for industrial development. The men who built this railroad employed the best technical railroad men to assist them, they desired and built a high grade railroad. They followed the same plan in their proposed industrial development and engaged well qualified men to work with them. They had preliminary plans drawn of locations, they sent an architect ex-

perienced in real estate development, Clinton Mackenzie, over the line of the road to investigate the possibilities of various developments and they finally decided to develop Kingsport as their main effort. They employed Dr. John Nolen, of Boston, to develop a city plan for a city of fifty thousand.

They set aside areas for manufacturing, wholesale and retail business and homes for many thousands, with provision for schools and park sites. They did what sound business methods require, they thought in advance and carried out the plans determined on as the city developed. There was no splurge of development work, but if a switch, or road, was needed it was built on a carefully worked out plan eliminating waste.

As the street plan developed the work of proper planting and landscape treatment was put in the hands of Miss Lola Anderson. The results of her work speak for themselves in the accompanying photographs.

This outline of how the town came into existence shows very clearly the relationship of professional advice to commercial success and it is to this fact we, naturally, wish to draw attention. When an indus-



PLOT PLAN

try proposes to establish itself in the open country the architect or mill engineer is generally the only professional man in touch with the work. If the controlling interests are not conversant with the real benefits to be derived from the proper development of the site chosen he must be in a position to advise and, unless personally qualified to do the work, should certainly be able to recommend the man best qualified for each particular part.

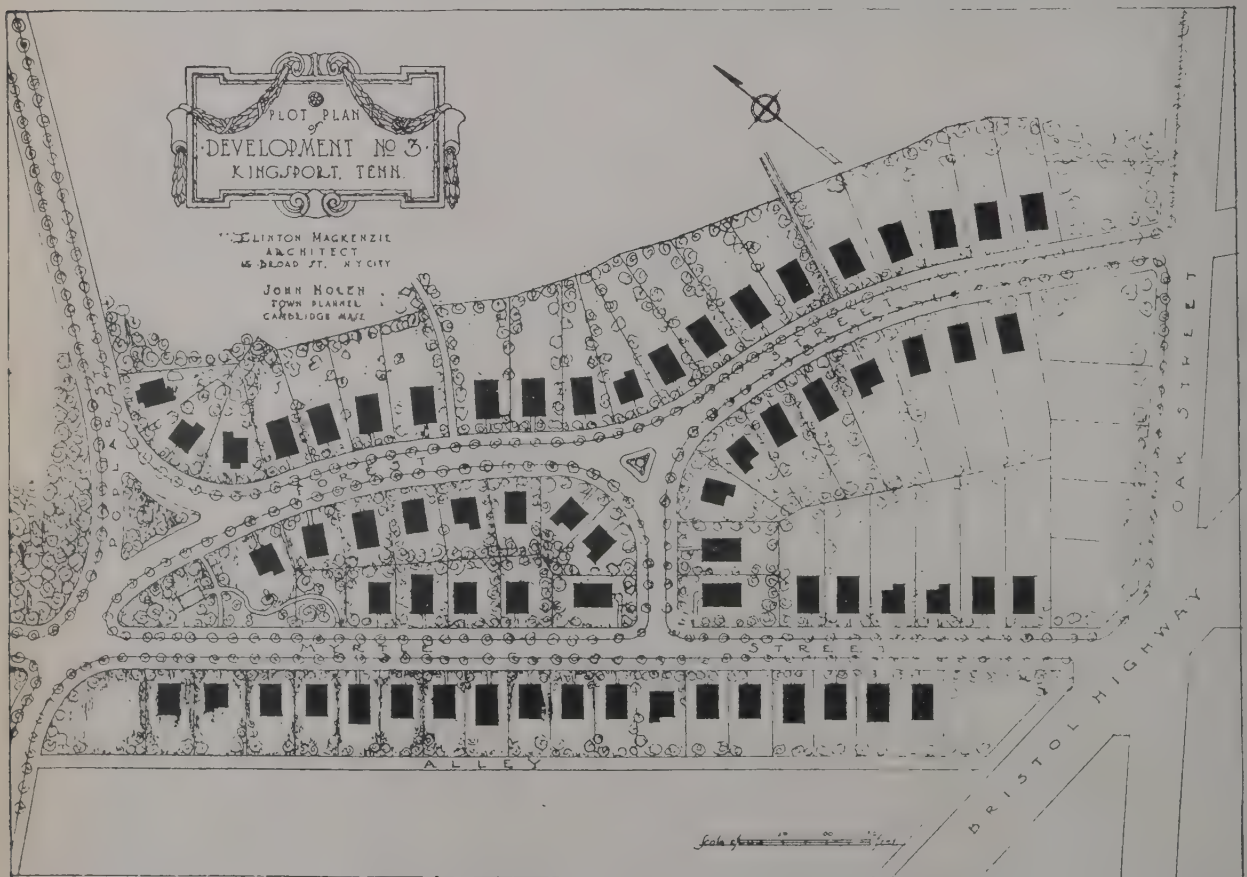
The full realization of the value of applying the same business rules to land development as to any other business has been certainly a great factor in the success of Kingsport. In securing Clinton Mackenzie as an architect they selected a man of wide experience, generally conversant with all the problems of city building and, therefore, in a position to advise with them on the development as a whole and on the selection of others to carry out the various parts of the work.

Mr. Mackenzie has been with them from the start and is still doing groups of houses in various sections of the town. In talking with him you real-

ize at once that he is fundamentally interested in the economies of construction work. Beauty gained at the expense of practicability or undue expenditure of money has no place in his conception of an industrial development.

The elimination of waste must be constantly in mind and moneys expended must be so distributed as to obtain the maximum result; that beauty arises largely from the fitness of the design to its purpose and that in the simplest houses it can be obtained by proper placement of the buildings and their plantings. While these statements are commonplace thoughts they are frequently lost sight of and development work carried on extravagantly with the resultant increased cost of living.

We illustrate a few of the many buildings Mr. Mackenzie has designed and while we cannot at this time go into the details of the costs of the various buildings an examination of the cost sheets shows a surprising study of economics and as to whether the element of beauty has been lost we leave to your consideration as you glance over the illustrations.



PLOT PLAN

PERSONAL MENTION

RAYMOND M. HOOD, Frederick A. Godley, and J. Andre Fouilhoux have formed a partnership for the practice of architecture under the firm name of Raymond Hood, Godley and Fouilhoux, Architects, Harry, V. K. Henderson, Joel D. Barber, Associates, with offices at 40 West 40th St., New York, and Tribune Tower, Chicago, Ill.

KENNETH M. MURCHISON, Bruce Price Post and J. Hunter Field, have formed a partnership for the practice of architecture to be known as the Firm of Kenneth M. Murchison, with offices at 101 Park Avenue, New York.

HOWARD B. PEARE, Architect, has removed his offices from 415 Lexington Ave., New York, to 11 North Ave., New Rochelle, N. Y.

HOWICH & HOWICH, Architectural Designers, temporary offices at 215 Glendora Ave., Louisville, Ky., wants manufacturers' catalogues and samples.

W. W. NEUER, Architect, has moved his offices to 50 Tonnele Avenue, Jersey City, N. J., and wants manufacturers' literature and samples.

EVERETT H. MERRILL and John C. Rahn have formed the firm of Merrill & Rahn, Architects, Engineers and Contractors, and have removed their offices to Suite 704 Financial Center Bldg., Los Angeles, Calif.

CARL H. KASTRUP, Architect, 637 Elgin Ave., Peoria, Ill., wants manufacturers' catalogues and samples.

CARL V. BADGER, Architect, Room 410 Haverhill National Bank Bldg., Haverhill, Mass., wants manufacturers' catalogues and samples.

STEPHEN F. VOORHEES, Paul Gmelin and Ralph T. Walker have formed a partnership for the practice of architecture under the firm name of Voorhees, Gmelin & Walker with offices at 342 Madison Avenue, New York.

HEWITT-MILLER-SHIREY, INC., Architects & Engineers, have moved to Suite 609 Petroleum Securities Bldg., Los Angeles, Calif.

LAURENCE M. LOEB, Architect, has moved to 154 Centre Ave., New Rochelle, New York.

E. G. HOLLIDAY, Architect, 409 State National Bank, Brownsville, Texas, wants manufacturers' catalogues and samples.

HAROLD A. CHILDS, Architect, 343 M. A. C. Ave., East Lansing, Mich., wants manufacturers' catalogues.

LEO STILLMAN, Architect, E. M. Freudenberg and Louis D. Cagnani, Associates, have formed a partnership for the practice of architecture under the firm name of The Right Angle Contracting Company, Inc., with offices at 1993 Jerome Avenue, New York.

HARRY SILVERSTEIN, Architect, has moved his office to 26 Court Street, Brooklyn, N. Y.

EDWARD M. ADELSON, registered architect and engineer, has opened a down-town office in Brooklyn, N. Y., at 26 Court Street. His present up-town office will continue at 350 Stone Avenue.

HEWITT & EMERSON, Peoria Life Building, Peoria, Ill., announce that Richard Seaton Gregg has been admitted to partnership, and the firm name will henceforth be Hewitt, Emerson & Gregg.

JOHN M. PAUL, architect, has moved his office to 8 Church Street, White Plains, N. Y., where he would be glad to receive samples and catalogues.

JOHN M. HATTON, architect, of New York, has become associated with the Architectural Service Department of the Craftex Co., Boston, Mass.

BACKES & UTHUS, architects, announce the removal of their offices to 427-429 Century Bldg., 208 Third Street, Milwaukee, Wisc.

CCHARLES W. SHORT, architect, announces the removal of his Cincinnati, Ohio, office to 141 East 4th St. (Residence—The Phelps Apartments, 506 East 4th St.) His New York office remains at 588 Lexington Ave., and also his English associate, 14 North Audley St., London, W. 1.

HUGO E. MAGNUSON, B. of Arch., formerly senior member of the firm of Magnuson & Kleinert, architects and engineers, 250 Park Ave., New York City, has withdrawn from the above partnership and has formed an association with Leroy P. Ward and Harry J. Kerrigan with offices at 480 Lexington Ave., Grand Central Palace Bldg., New York City. After April 1, 1927, the firm will be permanently located in the Graybar Building, New York City.

LE ROY BRADLEY and DAN BABCOCK, architects and engineers, announce their association under the firm name of Bradley and Babcock with offices at 221 West Wayne St., Flick Building, Fort Wayne, Ind. Manufacturers' catalogues and samples are requested.

CO. IRVINE, architect and engineer of 600 N. Second St., Harrisburg, Pa., announces a change of address from box 62 to box 366. Manufacturers' catalogues and samples are requested.

JW. EVERHARD, architect, 11818 Clifton J. Blvd., Cleveland, Ohio, requests manufacturers' catalogues and samples.

WALLIN & COMER, architects, Savannah, Georgia, have opened a branch office in the Blum Building, Waycross, Georgia, in charge of Mr. W. L. Chaffin.

HARRY J. BRUMENSHENKEL, architect announces his removal from 8 East Fourth Street to Suite 103 Mechanics Bank Building, Mansfield, Ohio.

HERBERT FOLTZ, F. A. I. A., Willard Osler and Macy G. Thompson have formed a partnership for the practice of architecture under the name of Foltz, Osler & Thompson, architects, with offices at 704-710 J. F. Wild Building, 129 East Market Street, Indianapolis, Ind.

THOMAS H. SCOTT, Architect, has moved to 230 Fifth Avenue, Room 808, Pittsburgh, Pa.

FREDERIC C. HIRONS HONORED BY FRANCE

FREDERIC C. HIRONS, New York architect, has been made a Chevalier of the French Legion of Honor in recognition of his services for architectural education. Mr. Hirons has been active in enabling American students to continue their education in Paris and has been instrumental in obtaining the services of French architects as teachers in American universities.

Mr. Hirons was born in England in 1882. He attended Massachusetts Institute of Technology from 1901-1903 and in 1904 won the Rotch Traveling Scholarship. The Paris Prize of the Society of Beaux-Arts architects was awarded to him in 1906 and until 1909 he was a student at the Ecole des Beaux Arts and a pupil of Monsieur Laloux. Upon his return to this country Mr. Hirons was for twelve years Patron of the Atelier Hirons and an associate professor of architecture at Columbia University. He has served on juries judging the important competitions in this country.

An article on Mr. Hirons' work will appear in a forthcoming issue of Pencil Points.

KANSAS CITY ESTABLISHES SERVICE BUREAU

THE BUILDERS ASSOCIATION of Kansas City, 706 Grand Avenue, announces the establishment of a service bureau for the use of architects, engineers and contractors. They will maintain their files of manufacturers' printed matter and have adopted the A. I. A. system of filing. They will be glad to receive literature and samples from all manufacturers of building materials.

ARTHUR E. DAVIDSON, Architect, has removed his offices to The Abingdon, 700 Seward Ave., Detroit, Mich.

FAY, SPOFFORD & THORNDYKE, consulting engineers, announce the removal of their offices from 200 Devonshire Street to The Waterman Building, 44 School Street, Boston, Mass.

THE PHILADELPHIA, PA., office of Herbert L. Cain will occupy larger offices at 1718 Cherry St., (at the Parkway). Albert N. Dobbins, registered architect in charge.

BC. BONFOEY, A.I.A., F.A.A. architect, announces his removal from Suite 12, Petteway Bldg., to Suite 702 Stovall Professional Bldg., corner Jackson & Morgan Sts., Tampa, Florida.

Advertising for the Architect

By A. L. FERGUSON, *Technical Secretary,
Structural Service Bureau, Philadelphia.*
PART III, Conclusion.

EDITORIAL NOTE: Part II of this series of articles appeared in the February issue. In this issue Mr. Ferguson discussed at length, Magazine Advertising, and Direct-by-Mail advertising, with special reference to text and art work, etc., in the magazine copy. He entered into a discussion of "Throw Away" literature in the Direct-by-Mail campaign. This article concludes the series. These articles will be reprinted in booklet form and distributed to manufacturers, advertising agencies and other interested parties. Write for your copy now.

The other classification of "direct-by-mail" advertising has been designated as "Retained" or "File" literature. In this field alone the waste would be staggering if it could ever be adequately measured. Due to the fact that there is seldom a clear distinction in the mind of the advertiser as to the purpose of a piece of literature, it is rather difficult to divide the two classifications even for the purpose of the discussion. Many manufacturers expect the architect to save and file all of the literature sent him whereas others, recognizing the existing condition, expect every piece to be thrown away and so never appropriate the necessary money to compile and distribute data which the architect will not only be glad to save but which he actually needs.

The first question asked by most advertisers, who think they are publishing good material and yet do not get results, is "Why do not architects keep and use my books?" The answer is usually found in the analysis given above of an architect's day. He does not have time to adequately judge all the literature he receives and unless a book makes a favorable impression at first glance, it is often immediately thrown away. Therefore a study of the particular literature in question is often the only means of giving the real basic reason for its destination. Certain principles should, however, guide the compiler of literature intended to be filed and referred to by the architect. The opposite of these principles usually are the causes for lack of results.

The primary purpose of any literature which is prepared for the files of the architect is, of course, to influence the architect to refer to that literature while specifications are being written and as a result include in his specifications either by name or otherwise that particular product.

With so much as a basis, it is perfectly natural that the manufacturer providing the architect with the most data regarding his product in the clearest, most easily read form, will naturally get the architect's attention and possibly the specification. It is only human nature for anyone to feel inclined to favor a person who provides him with the most service or information regarding a product. This has become the basis of practically all business today and no better example of its results can be seen than in the field of advertising to the architect.

Many new products have, of course, a very definite resistance to habit to overcome. In other words the architect may be accustomed to specifying a certain product and has used that product with satisfaction for many years. It is natural to assume therefore that all other factors being equal, the architect will continue to specify that product in preference to a new material with which he has not had experience. The methods of influencing an architect to specify the new product are entirely separate in themselves and cannot be dealt with in this article.

Occasionally the architect in glancing through the motley collection of literature received each morning discovers therein a booklet or a folder which attracts his attention and this is laid aside for further reading "When there is time" (the architect always has that dream) or is handed to someone to be filed for reference when needed.

Now the question which confronts the advertising manager for building materials is "What can I put into my books that will make the architect want to keep them?"

Any person who can answer that question will be able to command almost any price for his services but there will probably never be such an individual. The best that anyone can do is to study the problem and then work out for his own industry the solution which seems to promise the best results. The only way to test this solution is to try it out, analyze the results and then try again.

It is perfectly natural that the advertising manager should not be able to prepare offhand and without assistance the kind of literature which will appeal to the architect. The training and experience of the two professions are entirely separate and distinct and the minds of the two function in entirely different manners. For this reason the more successful advertisers are securing the cooperation of consulting architects or of organizations established for the purpose of advising the advertiser as to the material, data, text, specifications, copy, layouts, etc., which they believe will have the most appeal to the architect. These organizations are usually composed of practising architects who are devoting their time to this advisory work after having practised the profession for many years. Through this cooperation the advertiser is able to present to the architect the information which he desires in the architect's own language and in the manner and form which will be of the greatest assistance to him.

If the advertising manager, however, is to prepare the copy without this advisory assistance, there are certain factors which should be given consideration and therefore at the risk of repeating what has been said many times before, some of these will be listed here. The points which are raised and discussed are not in any way to be construed as guaranteeing a successful piece of literature. This would be too much to promise but by applying the various suggestions which are given, the copy will come nearer to being useful to the architect and therefore of more value to the producer.

Before putting pencil on paper, the advertising manager should read over the first part of this article and attempt to put himself in the frame of mind of the architect when he receives your literature. Consider first his training which has, above all else, tried to develop in him a sense of the beautiful or, in other words, an artistic viewpoint. But remember also that at present as a practising architect, he must be more or less of a practical individual due to the necessities of his profession. Furthermore never forget that the chances are that he will be in a hurry when he receives your document and be thinking of many other matters than your particular product.

With so much clearly understood the next step is to try to prepare something that will fulfill these requirements. What the architect sees first of any publication, of course, is the cover and it is safe to say that the inside of many otherwise good and worthy books never see the light of day because of a poor cover. What constitutes a good cover or one that will get the message of the book to the architect? The architect will be in a hurry when he sees your publication, therefore the cover should be as simple and as easily read at a glance as possible. It should state certain facts and the first of these is "What is it about" and second "Upon what authority is it issued." By the latter is meant the name of the company or the association which can be expected to stand back of the statements contained therein. The date of publication should also be printed on the cover as well as the file number about which more will be said later.

In order to comply with the requirements stated above and to appeal to the architect's practical side as well, the title of the book should be absolutely clear both in phrasing and in type. Seldom indeed are catch titles of any value in reaching the professional man. Particularly is this true on literature to be filed. Fancy type which is difficult to read at a glance is usually worse than useless.

To appeal to the aesthetic side of the architect, the cover may contain a pen or pencil sketch or a pleasing photograph or color rendering. These should be carefully studied and bear a definite relation to the title and to the subject matter of the book. If color is used, the reproduction should be the best obtainable.

The paper stock for the cover, if self cover is not used, should be given consideration from the standpoint of its color, wearability, "dirt collecting qualities," and its appropriateness. The color can often bear a definite relation to the product, the stock should be heavy enough to stand continued handling and the surface should be such that dust and fingerprints will not show plainly. The color is also important in this connection. By "appropriateness" is meant the cost of the cover in comparison to the total value of the book. Elaborate and expensive covers are seldom warranted under ordinary conditions.

For ordinary purposes the size should be $8\frac{1}{2} \times 11$ inches as is recommended by the American Institute of Architects. If less than $\frac{3}{8}$ inch in thickness, a light weight, flexible cover is advisable as the book will probably be placed in a file. Thick, heavy covers on thin books take up too much room in the file and are often torn off by the architect if he files the book at all. If thicker than $\frac{3}{8}$ inch, a stiff cover should be used so that the publication may stand on a shelf if the architect uses a shelf filing system. The title should be printed on the back of such bindings and should read from the bottom up.

Many manufacturers have found it advisable to furnish a standard letter size filing folder for their leaflets. This folder may have a full length tab at the back on which is a blank file number space at the left in which the architect may insert his own file number if he does not use the A. I. A. system. Next should come the general classification of the product followed in turn by the manufacturer's name and address together with the name, address and telephone number of his local representative. At the extreme right should be the standard A. I. A. file number. Some folders also have the same data appearing on the crease side so that the folder may stand on the shelf. Some authorities question the value of this folder

furnished by the manufacturer claiming that the architect will usually prefer to make his own folder as in it he will file the leaflets of several producers of the same material and thus have available all the data on one subject in one folder rather than in several folders. Another objection which architects have offered to the full length tab is that it often hides the tabs of the folders back of it. This is especially true when the A. I. A. system with many subdivisions is used. In this system the most convenient method is to use folders having tabs in several positions, each tab indicating main or sub-divisions and it is most unsatisfactory to insert a full length tab in a file drawer arranged in this order.

For the purpose of filing, each publication should relate to only one subject. Many companies manufacture a wide range of materials and these are often covered in one complete catalogue or publication. Of course, there are conditions where this will be found desirable and in fact the only possible method of treatment. Under ordinary conditions, however, it will be preferable to publish smaller documents, each of which should relate to a particular product. The architect can then file these publications under separate headings in his files and refer to them as needed without the necessity of remembering or of cross indexing from one file to another in which the complete index may be placed.

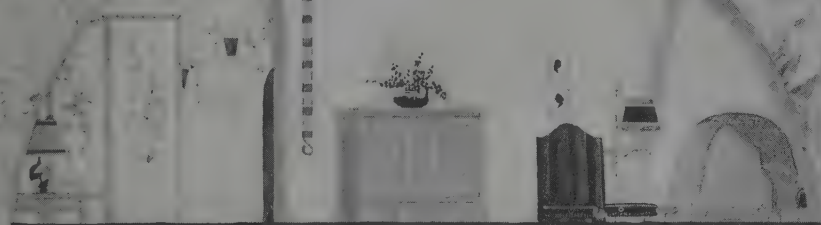
The Standard Construction Classification of the American Institute of Architects has been mentioned several times and most advertisers are familiar with its system. It is, without doubt, the most valuable step which has ever been taken toward relieving the architect of some of his difficulties in filing advertising literature. It is safe to say that every subject relating to construction is assigned a file number and any manufacturer may secure the number for his catalogue by applying to the Secretary, Scientific Research Department, American Institute of Architects, 19 West 44th Street, New York City. Cooperation on this one point alone will prove of inestimable value to the advertiser.

Much of the foregoing will not need to be taken into account until the subject matter and illustrations have been selected and prepared, but it is put first here because many of the same points apply to the gathering of data for the text and its writing. Especially do these same points apply to the selecting of the illustrations. Keep yourself in the mind of the architect and try to think as he would think. Try to determine what it is the architect wants and needs to know regarding your particular material. The manufacturer knows his product, he knows what it is, what it is used for, how it is made, how it can best be used to secure the most satisfactory results and where it has been used. He knows also what difficulties the architect should look for in its use and how to guard against them and it will pay him to be perfectly frank in describing them. He knows, or should know, at least the results which have been given by large installations of the product. Each of these various subjects is of vital importance to the architect in considering the use of the material and the text matter of the publication should take all of these favors into consideration and be written around them.

It is naturally impossible to advise any method of procedure which will meet all situations. In general, however, with the text matter covering the points previously outlined, it should be unnecessary to include what is commonly known as "sales talk" and the text should ordinarily plunge at once into the subject. If

Reg. Applied for U. S. Pat. Off.

RUFKOTE



PLASTIC STONE *for Interior Walls*

THE warmth of Spain, the romance of Italy, the splendor that was Rome, and the quiet elegance of Colonial days—all these historic wall effects and many others of modern novel types are easily recreated with this new plastic stone.

Backgrounds of Enduring Charm

are easily produced with RUFKOTE—favored by Painters, Decorators and Architects because it contains many distinctive qualities and exclusive features.

RUFKOTE sets extremely hard and is not easily marred. Bold effects can be used without danger of cracking, shrinking or wilting. RUFKOTE is prepared with cold water and is easily applied to walls.

*Send for actual samples and
illustrated booklet of detailed
information.*

H. B. WIGGIN'S SONS CO.

Established 1868

Bloomfield Arch Street New Jersey

4860-64 So. Halsted Street, Chicago, Ill.



Italian Effect



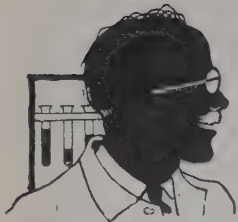
Spanish Palm



Roman Travertine



Colonial Stipple



CONSTRUCTION



Quick setting Compound for cement. Saves time, labor and money. Hardens and Waterproofs in same operation. Freeze-proof. Made in Colorless liquid or all colors.

WALLS



A Waterproof Portland Cement Paint that sticks to Stucco, Cement, Brick, Plaster and all masonry surfaces. Mixed with water instead of oil. 14 colors.

ROOFS



Asbestos Fibre Cement, Liquid or Plastic, all colors. For repairing or renewing roofs, caulking or glazing glass, chimneys, skylights, etc.

FLOORS



Crystals or Liquid. Hardens cement surfaces, new or old. Stops Disting. Oil-proof. Acidproof. Applied overnight. Makes concrete floors wear longer.

"Sully" the Chemist says—

Sulco Products Save Construction Time and Replacement Expense

Konset to Quicken the set of cement, even in freezing weather; to harden and waterproof, in the one cementation.

Kontite for beautiful, everlasting cement painting, in any color.

Kant-Leak for permanent roof repairing; for making new roofs of every description weather resistant.

Kemi-Kal to insure hard, dustproof, stain-proof concrete floors. KONSEAL, where color is also desired.

—these are but five of the half hundred scientifically sound compounds, waterproofings and technical paints produced by the Sullivan Co. for aiding construction, beautifying and preserving wood, metal or concrete. Ask, on your letterhead, please, for the Sulco catalog which fits so easily into your regular correspondence file. See Sweet's Catalogs.



Concentrated paste waterproofing, full strength, that accelerates and waterproofs in the same operation, to be mixed with the gauging water.



Permanent colors that harden, accelerate and waterproof in the same operation. Made in all colors, paste or powder.

The SULLIVAN Co.

Memphis, U. S. A. Montreal, Can.

SULCO PRODUCTS
Constructive and Protective Compounds



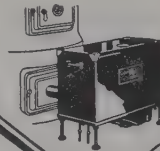
To the Architect from Missouri

who has time to investigate, this is our offer: We'll gladly co-operate with you in any reasonable test or demonstration of the Hart Oil Burner.

To the architect desiring quick action on a home heating plant, we offer convincing evidence of Hart owners—the test of long continued use.

Listed as standard by Underwriters' Laboratories, Inc.

Booklet on Oil Heating gladly sent upon request



HART OIL BURNER

W. B. WILDE CO.

2161 North Adams Street
Peoria, Illinois

HOW AMP DOORS ARE MADE



Talk No. 4 on Building AMP METAL-COVERED DOORS

To protect doors in shipment and place them on the job in the best possible condition, every AMP Metal Covered Door, together with the material that goes with it, is given a priming coat of paint before leaving the plant. A shipment of doors soon to be packed for shipment is here seen receiving the protective coat. It is the care and attention to unusual details like this that make AMP Doors superior.

Write for our Metal-Covered Doors Catalog which gives complete information on AMP Metal-Covered Doors

ARCHITECTURAL METAL PRODUCTS, INC.

Formerly THE PROBERT SHEET METAL CO.
METAL-COVERED DOORS MARQUISE
COVINGTON, KENTUCKY

the architect will need advice as to the available sizes in which a material is furnished, then tables should be prepared and printed in the very forepart of the book. Advice as to the use of the product and the other matters previously mentioned should be arranged in logical order.

The text matter of the book can very often be amplified and made of greater use to the architect by the inclusion therein of data relating not only to the use of the material itself but of related subjects. For example, a publication on roofing may very well contain data regarding the supports for the roof, complete information regarding flashing and such subjects, all of which the architect must know before he can use any material.

Every such catalogue should contain a complete specification, which should be prepared and written by an architect in architectural language and form. The usual specification found in catalogues which have not been reviewed or prepared by architects is in 99 cases out of 100 absolutely useless to the architect. If the reader will compare some of these specifications with those of architects for similar subjects, the reason will be obvious.

When test results are quoted, they should be arranged in easily read form for the architect will not take the time to study a complicated chart or table in order to dig out the results. Such tests should always be by recognized laboratories or they may cause an unfavorable reaction.

And above all else be brief. Write the text and then condense it to half the space. Study it, rewrite it and study it again. Cover all the necessary points but do not be long winded on any. Use plain language and common words. Do not try to use a three syllable word where a one syllable word will say the same thing. Ten pages of good text are far, far better than a hundred which are not carefully studied.

And now just a word with regard to mailing the catalogue. Much of the waste is often due to duplicate mailings. In the architectural office of a firm having three members, it is not unusual to receive four identical pieces of literature, one addressed to each member and one to the firm. Often the specification writer and sometimes several draftsmen will also receive copies. In some cases this may be desirable and intentional but under ordinary conditions, it is nothing but carelessness. It has an unfavorable reaction for it cheapens the book no matter what its value.

There are varying opinions as to whether a piece of literature should be sent to each member of a firm or only to the firm as a whole. This will usually depend upon the type of book and its purpose. Often it is wise to send one copy to the firm and another to the specification writer when the latter's name is known. These are all matters which can best be decided by the advertiser.

Above all, however, keep your mailing lists up-to-date and watch for duplications. Sometimes an advertiser will use lists from several sources and these should be carefully compared to avoid duplications. We have had as many as four pieces of the same literature come into our office all addressed to the same person with only slight variations in the street address.

The subject which remains has been designated as "Sales Representatives" but as this is somewhat outside of the general topic of this article, we will only touch upon it although it is most important. It would seem obvious that the representative of any producer should be acquainted with the magazine and the direct-by-mail advertising of his company. And yet we have known of actual cases in which a new piece of valuable and important literature was published and sent to architects and the men in the field did not know about it until three months later. Keep your representatives posted as to everything that is being done to reach the architect and make calls easier. When possible tie up the work of these men with the advertising and above all, keep them informed as to new methods or new processes which increase the value of your product.

In conclusion we wish to repeat again that there is no set formula or definite rule which will guarantee a 100 per cent efficient piece of advertising but with the foregoing generalities in mind, each advertiser should be able to work out for himself methods which will give better results and greater satisfaction to both the producer and the architect.

When analyzed closely, the problem of reaching the architect by advertising is very similar to that of reaching the general public. There is nothing mystic or magical about the subject in any way. A little study of the architect's requirements and much careful thought and good judgment devoted to the preparation of the copy are the sole secrets of eliminating waste in architectural advertising.

WALLPAPER MANUFACTURERS' ASSOCIATION, New York. "Wallpaper"; a monthly publication.

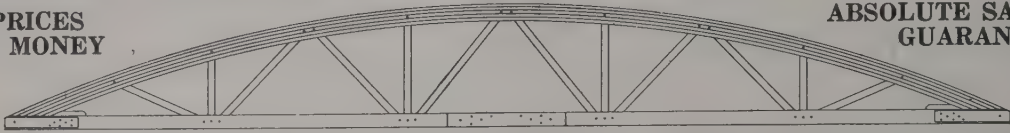
A considerable part of the growth of good taste in architecture, interior decoration and furnishing must, in all justice, be credited to the efforts of manufacturers of materials which enter into them. This becomes quite evident when one examines numerous publications, periodical or otherwise, which are issued by individual manufacturers or by manufacturers' associations. Such, for example, is "Wallpaper," a monthly magazine issued by the Wallpaper Manufacturers' Association and well worth the examination of anyone fortunate enough to receive it. Each issue presents illustrations, in color or otherwise, calculated to stimulate the imagination of anyone interested in the decoration of walls or ceilings, or indeed in interior decoration in general. It abounds in suggestions for the public as well as for wallpaper dealers. It is invaluable for decorators.

REED-POWERS CUT STONE CO., INC.
CUT STONE CONTRACTORS AND QUARRYMEN
BEDFORD, - - - INDIANA

AMERICAN WOOD BOWSTRING TRUSSES Built on Job by Us. Erection Optional

GET PRICES
SAVE MONEY

ABSOLUTE SAFETY
GUARANTEED



Wood Bowstring Trusses Exclusively AMERICAN ROOF TRUSS CO., LaSalle & Madison Sts., CHICAGO

THE THIRD PAN-AMERICAN EXPOSITION OF ARCHITECTURE

THE COMMISSION in charge of organizing the Third Pan-American Exposition of Architecture, has the honour of inviting all Architects of the Nations of America to attend the Architectural Exposition to take place in the City of Buenos Aires, the Capital of the Argentine Republic, coinciding at the same time with the Third Pan-American Congress of Architects, which will be held from the 1st to the 10th of July, 1927.

This Exposition of Architecture, is being organized as a complement of the Third Pan-American Congress of Architects, and consequently the work within it or derived from it, will be inspired in a perfect idea of dignity and betterment of the profession of Architecture and will aim to outstretch its field of intellectual intercourse; these are the sound principles set forth by the Third Congress, as the unique means to establish good and consistent ties among the Architects of America, in their technical and artistic relations. These wonderful efforts will ultimately show that the work of the preceding Congresses is being happily continued.

The Third Pan-American Exposition of Architecture aims to be the most perfect demonstration of the Architectural achievement in all American countries and to set forth the evidence of the new tendencies of their Schools, and the efforts from the part of the professionals towards the advancement of Architecture.

In view of the great importance of this Exposition as a demonstration of professional advancement, the Organizing Committee hopes that all Architects, Deans and Professors of Schools of Architecture, as well as the Heads of Public Administration should be able to cooperate to the success of the same by facilitating through their authority and prestige the sending of projects, designs, and all good work of Architecture to the Exposition.

All designs and projects are due in Buenos Aires, on or before June the 15th, 1927.

The Exposition Committee Secretary, Architect Arnaldo Albertolli. Members: Architects Angel Croce Mujica, Hugo Garbarini, Oscar Gonzalez, Isidoro Gurevitz, Jose A. Hortal, Luis J. Moreno de Mesa, Rafael Orlandi and Enrique G. Quincke.

STONE & WEBSTER, Inc., and Blodget & Co., announce the formation of a new company under the name of Stone & Webster and Blodget, Inc. The company will begin operations on January 1st, 1927, with an authorized capital of \$10,000,000.

The corporation is a combination of the securities department of Stone & Webster, Inc., and the old investment house of Blodget & Co. The engineering and construction, management, and investigating departments of Stone & Webster, Inc., are not included and will not be affected by the combination. The consolidation follows the trend of amalgamation on other fields, being one of the first of importance in the investment banking business.

THE SHREVEPORT CHAPTER of the A.

G. C. recently elected the following officers to serve throughout the coming year: Ashton Glassell, President; Gilman McConnell and J. M. Brown, Vice-Presidents; M. C. Brown, Secretary; J. Stewart Smith, Treasurer.

An office and headquarters has been established at 1015 Slattery Building in charge of J. P. Annan, Executive Secretary. Members of the Chapter will meet each Monday night at this office to discuss matters related to the building industry in Shreveport and surrounding territory. Once in each month a joint meeting will be held with members of the Builders Exchange.

PENNSYLVANIA STRUCTURAL SLATE CO., Inc.

BLACKBOARDS
STRUCTURAL SLATE
FOR ALL PURPOSES

General offices: 1st Natl. Bk. Bldg.
EASTON, PA.

"Yours for Prompt Service"

CLOSET STALLS
SHOWER STALLS
URINAL STALLS

WROUGHT IRON INTERIOR GATE



EXECUTED

BY

RENNER & MARAS,

Inc.

CRAFTSMEN

in

METALS

287-89 FOURTH AVE.,

LONG ISLAND CITY,

N. Y.

STRUCTURAL STEEL
ORNAMENTAL IRON
REINFORCING STEEL.

We have in stock for immediate shipment Angles—Beams
Channels—Tees
Bars—Bands—
Sheets—Plates—Reinforcing Bars and Mesh
—Checkered Floor Plates—H Sections.

DIETRICH BROTHERS

BALTIMORE, MD.

REFERENCE BOOK SENT ON REQUEST.

Casement Adjusters
"The Flexostay"

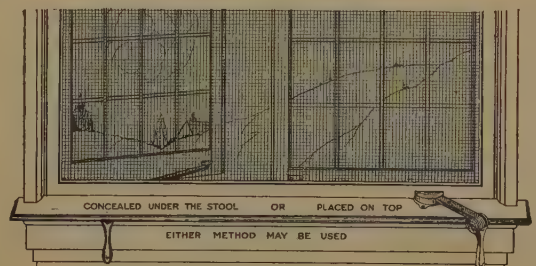
OPEN—CLOSE AND LOCK YOUR
CASEMENT WINDOWS WITHOUT
TOUCHING THE SCREENS

The New Flexostay Adjuster
MAKES THIS POSSIBLE.

No Gears—No Rattle—No Separate Parts. Easy to Install—
Pleasing in Design and Finish. Solid Brass or Brass Plated

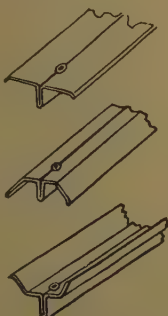
Sole Manufacturers

United Specialty Mfg. Co., Ltd.
RICHMOND HILL NEW YORK CITY



MAKERS OF CASEMENT WINDOW ADJUSTERS SINCE
1910. MANY OTHER TYPES. CATALOG ON REQUEST.

Tight Joint Binders
Cut Your Costs



You will find that "Tite-Joint" Metal mould-
ing saves material, time and labor and makes
better jobs of fastening and joining wall board
and insulating lumber.

"Tite-Joint" binder strips make a smooth, air-
tight connection at all wall board joints and
insure an even surface for papering and deco-
rating. Because their sharp edges are embedded
in the wall board, they prevent expansion and
shrinkage of surface material.

"Tite-Joint" joiners are furnished in standard
and special lengths made in three shapes: for
the flat wall, for outside corners and for inside
corners.

Send for a descriptive folder on
Tite-Joint Rust-Proof Metal Moulding

Tight-Joint Metal Binder Co.,
4523 Shaw Ave. St. Louis, Mo.

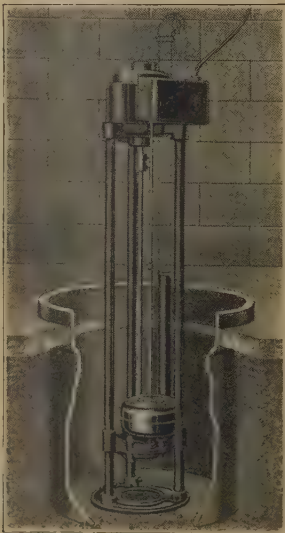
Pat. Oct. 23, '23

Announcing
The Rathbun
 New Series
 Sump Pump-

INCORPORATING THE FOLLOWING
 IMPROVEMENTS—

- Repulsion Induction *Vertical* Motor.
- Nine (9) inch higher assembly.
- Heavier Drive Shaft.
- Heavier tube assembly.
- "Penn" Float Switch.
- Packing and Gland on Shaft Bearing.
- New Design Float Rod (float removable without disassembling pump).

Write for further details - NOW



The Rathbun Co.

1036 Beaubien St.

DETROIT, MICH.



FLOORS

of

CALIFORNIA REDWOOD BLOCKS,
manufactured by

THE PACIFIC LUMBER COMPANY
and installed by

TEN EYCK & DAHLANDER FLOORING
 COMPANY, inc.,

are the highest type of

BLOCK FLOORS,

DURABLE, COMFORTABLE,
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ATTRACTIVE, ECONOMICAL.

LATEST INSTALLATIONS

STEINWAY HALL - AEOLIAN HALL
 New York City, N. Y.

Millions of Feet Laid in

INDUSTRIAL PLANTS

Installations of REDWOOD BLOCKS

of

P. T. L. Co. Manufacture

are handled by their

Eastern Contract Engineers

TEN EYCK & DAHLANDER FLOORING CO.
 347 Madison Ave. New York, N. Y.

*who are prepared to furnish specifications and
 quote prices on all types of*

REDWOOD BLOCK FLOORS

RECENT JOBS*Illustrated*

New Madison Square Garden
Thomas W. Lamb, Archt.
Jas. Stewart & Co., Contr't

Museum of Natural History
Trowbridge & Livingston, Archt.
Jas. Stewart & Co., Contr't

Park Avenue Synagogue
Deutsch & Schneider, Archt.
Lustbader Con. Co., Inc., Contr't

20-28 East 76th Street
Schwartz & Gross, Archt.
Schwartz & Gross, Contr't

150 William Street
Starett & Van Vleck, Archt.
Marc Eldilts & Son, Contr't

Society of Professional
Automobile Engineers

Walter Haefell, Archt.
Geo. W. Colon, Contr't

Childs' Building
William Van Allen, Archt.
Cauldwell Wingate & Co., Contr't

341 Madison Avenue
Jardine, Hill & Murdock, Archt.
Fred T. Loy & Co., Inc., Contr't

Our Service Department is
fortified with a group of ex-
perts in the Ornamental
Iron Line. They will gladly
be of service to you on any
occasion.

**Williamstown Is a Wisely Built City**

Architects and Builders of long experience are rapidly finding it a savings to turn their Ornamental Iron Jobs over to Williams. True economy is no longer indexed by the sharpness of a pencil point on an estimating blank but more so by a carefully tabulated cost of the finished job. Measured by such a rule you will find that Williams' Jobs always come out right. And what's more—you will be relieved of the usual headaches when completion time draws near.

The WILLIAMS IRON WORKS, Inc.

430-438 East 102nd St.,

New York

CALIFORNIA STUCCO

In 66 color tones, the admiration of California Tourists, is now being produced right in Chattanooga and a full line of samples are on display in Room 1013, James Building.

In the Dixie Memorial School, at Richard City, visitors marvel at the effects secured by the use of interior stucco in 17 colors and 7 different methods of application.

Your home is your palace. You cannot afford to build before calling at our office and asking all about CALIFORNIA STUCCO and its application to HOLLOW CONCRETE TILE.

DIXIE CONCRETE PRODUCTS COMPANY
1013 James Building, Chattanooga

H. W. MILLER, INC.

EXECUTED THE
PLAIN
AND ORNAMENTAL
PLASTERING
ART. KASOTA
STONE
IN THE
INSURANCE COMPANY
OF
NORTH AMERICA BLDG.
PHILADELPHIA, PA.

STEWARTSON & PAGE
Architect



MAIN OFFICE FLOOR, INSURANCE COMPANY OF NORTH AMERICA

H. W. MILLER, Inc.

Plain and Decorative Plastering

410 ELEVENTH AVE., NEW YORK, N. Y.

WE SHALL BE PLEASED TO
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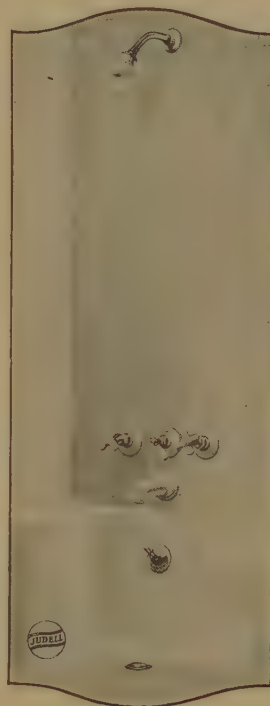
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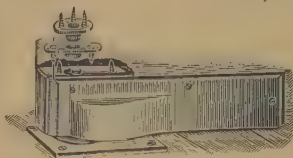
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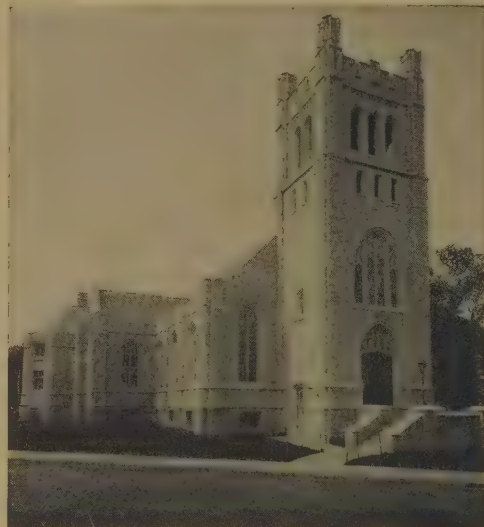


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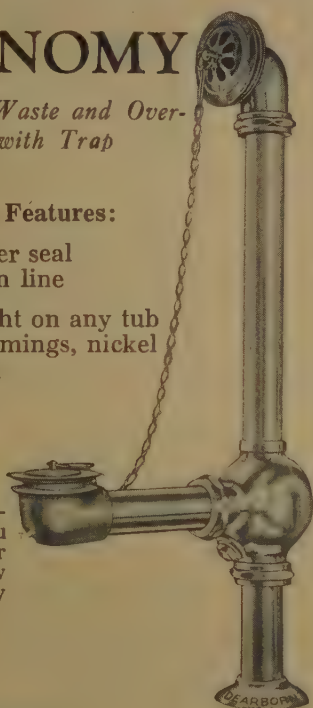
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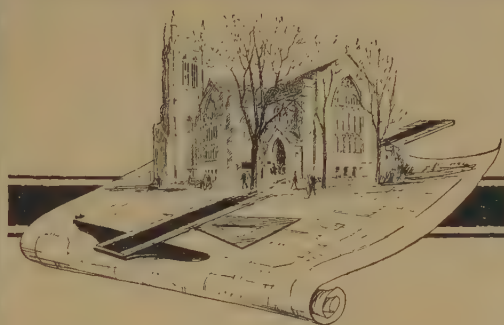
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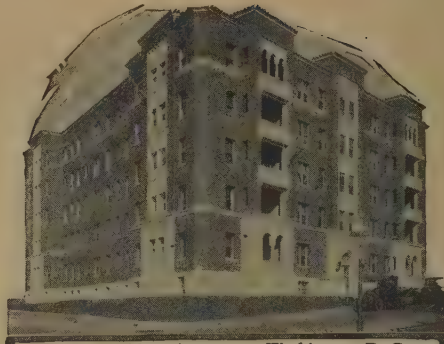
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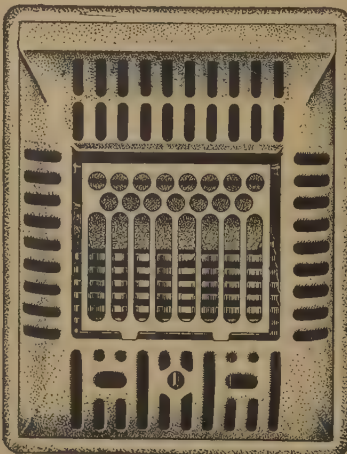
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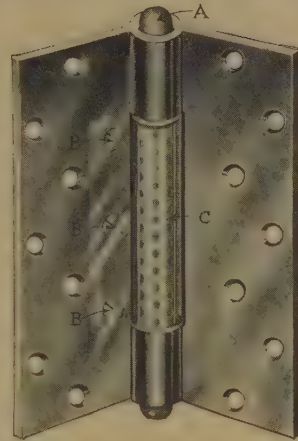
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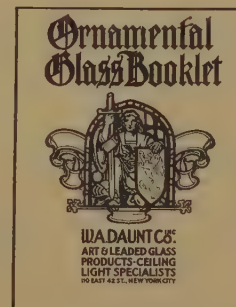
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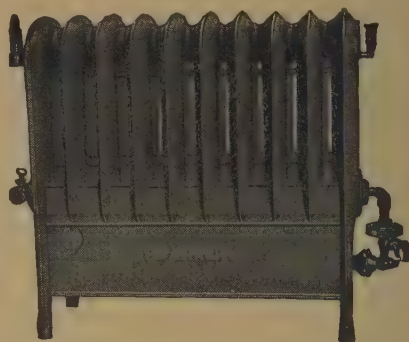
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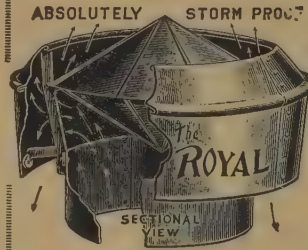
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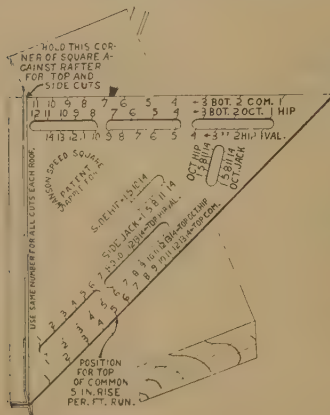
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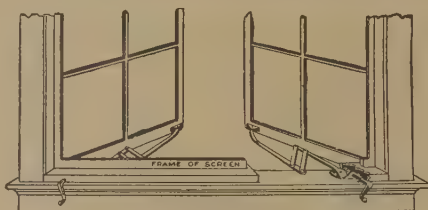


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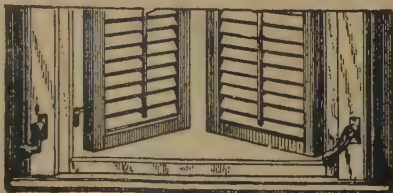


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"DELIVER-COLLECT"
Mail Receptacle



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**Bungalows
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The "D-C" built-in mail box will help you sell your houses

THE "DELIVER-COLLECT" built-in wall mail box will help you sell your houses. Home buyers everywhere are looking for new, attractive and practical features which will add to their convenience. Women especially are taken by this safe and permanent mail receptacle. It means that they don't have to go out or stop and wait for the postman in order to mail a letter.

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The "Deliver-Collect" Mail Chutes are made with brass face plates with door bell button and space for name. Receptacles are galvanized iron. Frame for the inside door is 5-ply veneer birchwood.

"Deliver-Collect" Mail Chutes are made in ten different models adaptable to all kinds of structures.

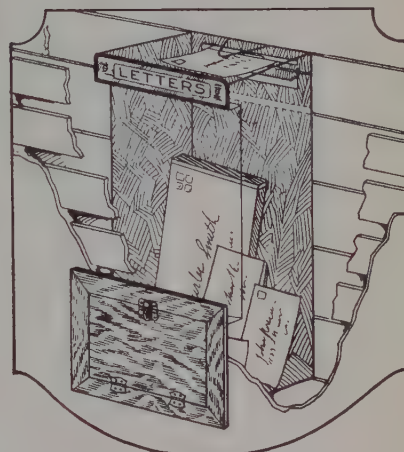
Model F-1 is a special type box with an adjusting arrangement made to fit any wall thickness on frame and stucco houses.

The Horizontal Type, Model B-1, is for walls of brick, cement blocks, brick veneer, hollow tile, etc., and is made to fit exact brick sizes.

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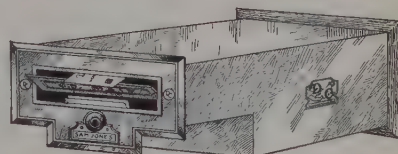
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 4527 Shaw Ave. - St. Louis, Mo.



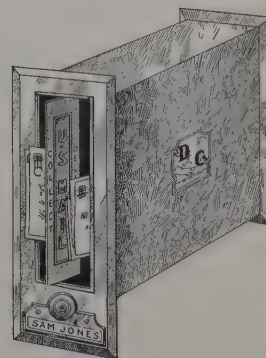
Model F-1

Cross sectional view. Special type box for frame or stucco faced walls. Brass face plate $5\frac{1}{4}" \times 9\frac{1}{2}"$, receptacle $3\frac{1}{2}" \times 8\frac{1}{2}" \times 16"$. Adjustable to wall thickness from $5\frac{1}{8}"$ to $6\frac{3}{4}"$.



Model B-1

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Model B-11

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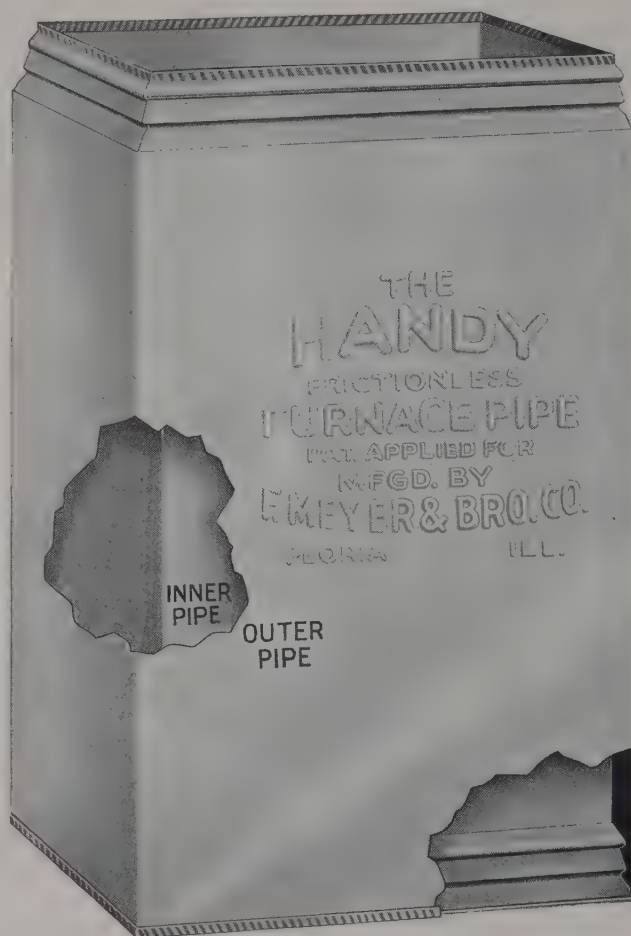
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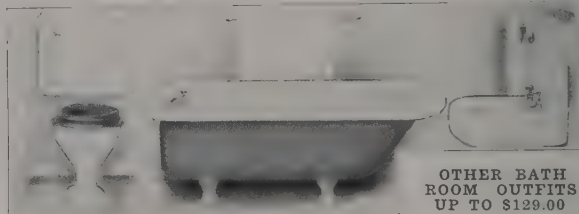
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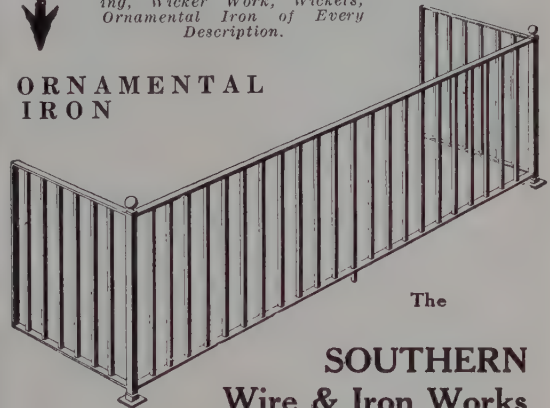
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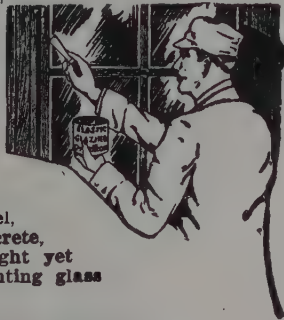
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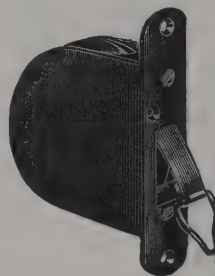
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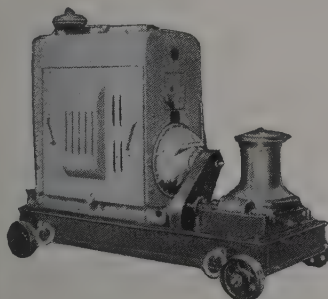
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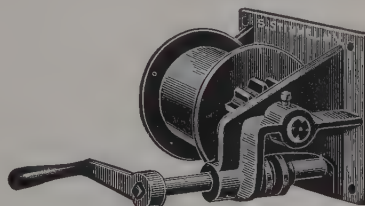
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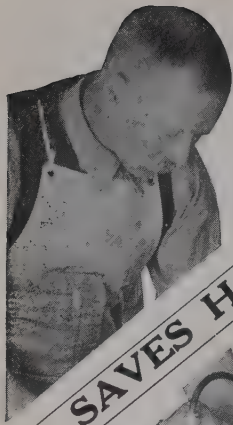
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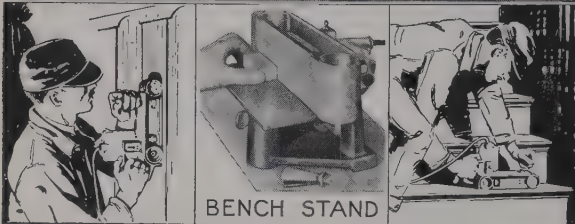
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Flexible pad insures smooth
surfaces. Many unusual fea-
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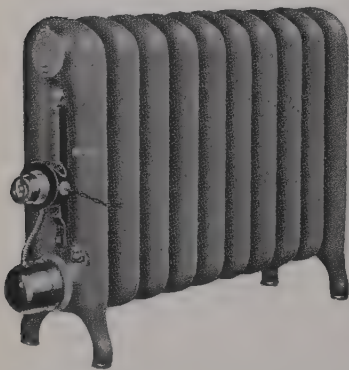
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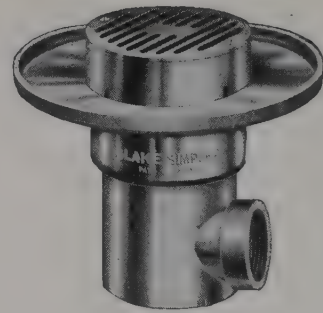
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SPECIFICATION AND BUYERS' INDEX

See Alphabetical Index Page 94.

FOR THE SERVICE OF ARCHITECTS, ENGINEERS, CONTRACTORS, AND BUILDERS.
This index is compiled and published each month as a ready reference guide to specific subjects covered by the advertisements in this magazine. We wish to encourage our readers to make use of this guide whenever catalogs and other literature are desired of manufacturers' products. When writing these concerns will you kindly mention this magazine? If you do not find products listed that you want write the Service Department, Southern Architect and Building News, Atlanta, Ga.

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B

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B. Mifflin Hood Brick Co., Atlanta, Ga.
Ragland Brick Plant, Ragland, Ala.
Sou. Clay Products Asso., Columbus, Ga.
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C

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Penberthy Injector Co., Detroit, Mich.
Rathbun Co., Detroit, Mich.

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Dixie Portland Cement Co., Chattanooga, Tenn.
Westmoreland Chemical & Color Co., Philadelphia, Pa.

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D

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DOORS—Showerstalls.

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E

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Sedgwick Machine Works, New York, N. Y.

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F

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Oak Flooring Bureau, Chicago, Ill.
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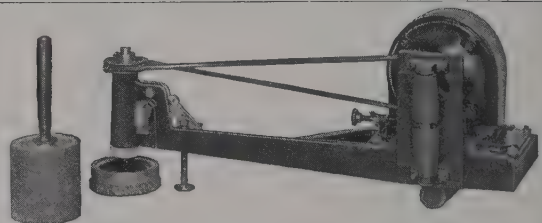
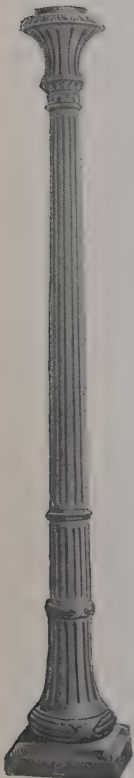
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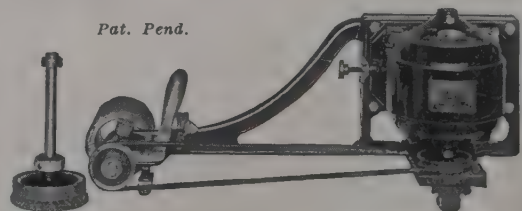
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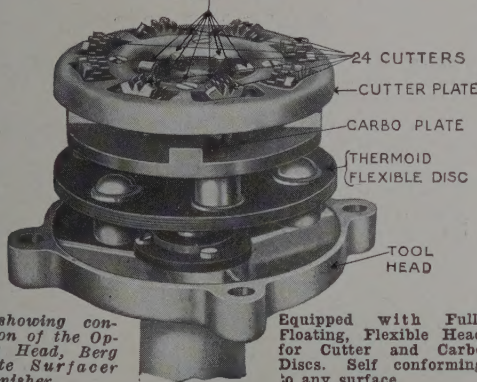
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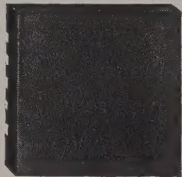
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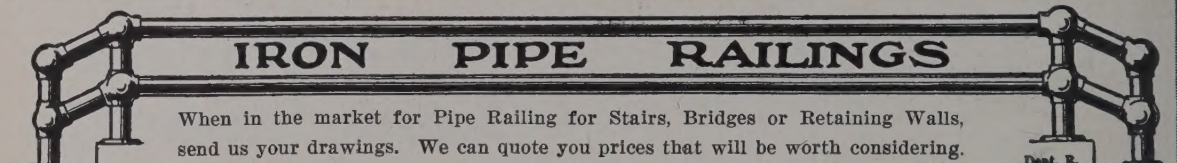
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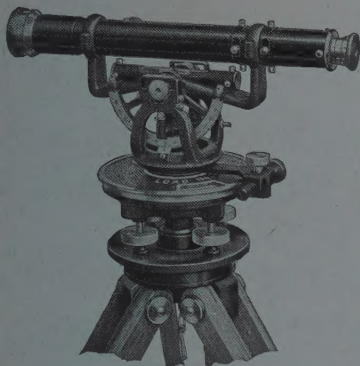
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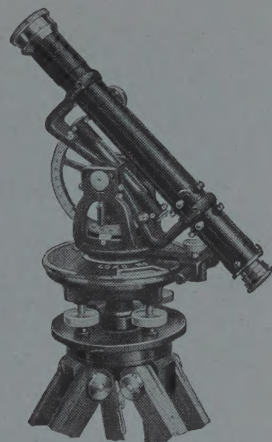
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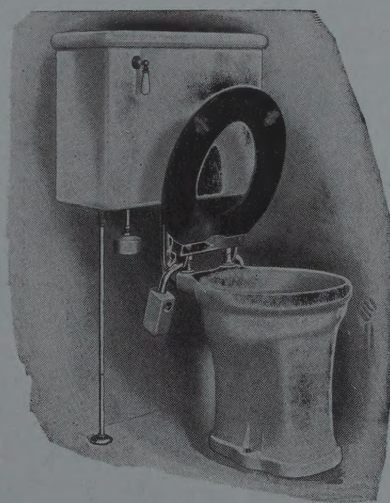
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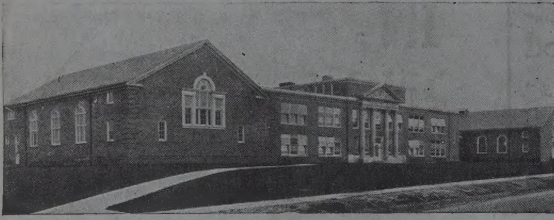
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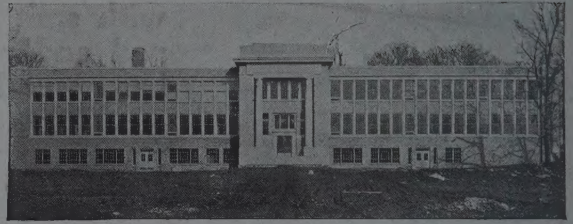
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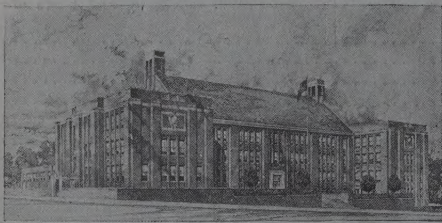
Westbury High School, Westbury, L. I.;
Peabody, Wilson & Brown, Architects.



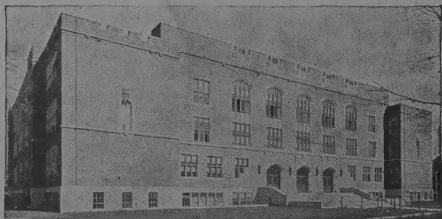
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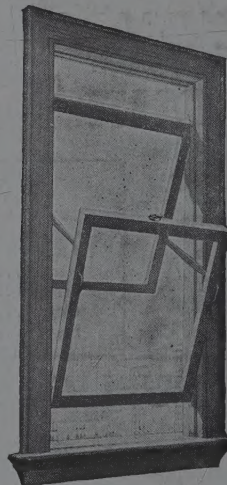
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E. A. Arend, Architect.



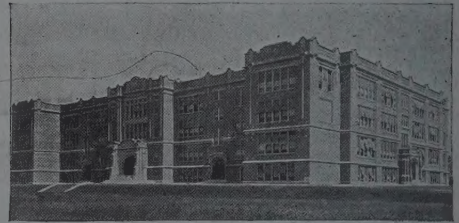
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